



SQUASH DAY IN CANADA

SEPTEMBER 30-2017

TIPS TO ENGAGE YOUR LOCAL MEDIA FOR **SQUASH DAY IN CANADA**

Today's media operate on a 24-hour/7-day news cycle. Media outlets are also much less single-focused. All media outlets have a website where they post stories, video, photographs and audio clips. The more information and material you can provide to them, the easier it is for them to cover and/or promote your event. And most have fewer staff than ever, so the key to getting coverage is to make it easy for them to take your information and create a media item.

We've put together a few tips to help you get the word out on your event – before, during and after!



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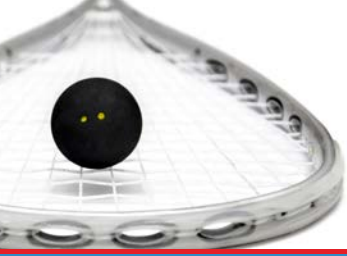
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PRE-EVENT

Create a media target list

- Include local radio stations/tv stations/daily newspapers/community newspapers/community event web sites/sport bloggers etc. Most websites will have a 'contact us' section on the website. Some may list individual staff members and email addresses, while others may have a generic email address.
- Capture their Twitter/Facebook addresses at the same time.

BONUS TIP: Many communities now have strong ethnic media outlets – which cover events targeted to specific language/cultural/religious groups. Be sure to include them on your media distribution list to reach out to specific populations in your community.

Understand timelines and deadlines

- Consider getting your information into back-to-school publications or Fall Activity Listings. They will have much earlier deadlines than other media opportunities.
- Some community newsletters may publish early in the month, so be sure to get your information to them early.
- If a local municipal councilor publishes a community calendar, be sure to get onto the mailing list.

BONUS TIP: Use the Media Advisory template contained in this tool kit to get information out well in advance of September 30th.



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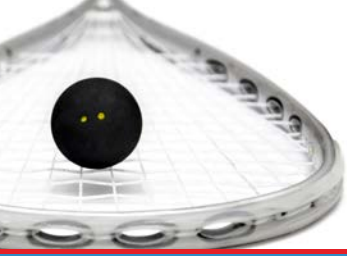
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Provide Visual Materials

- Be sure to include your logo, a great action photo, or a short video clip to give them material they can use to provide more insight into the event.

BONUS TIP: Lacking in visuals? Try using some of the imagery included in this Tool Kit as a back-up.

Engage the media

- Invite a print, radio or tv media personality to come in advance of Squash Day in Canada and try squash which will encourage him/her to promote the event. Radio may want to do a local remote broadcast from your venue on the day of the event.
- If you have a local breakfast television program – invite them to come and broadcast from your club/location.
- Invite a school to participate in a hands-on learning program prior to the 30th of September – and advise media of the opportunity to cover the event.

Issue your Media Release

- Personalize the media release template from the Tool Kit to prepare a more full-blown media release. This gives them enough information to use your material to create a story for their own use.
- Continue providing visual materials along with the longer release. This should be done at least a week prior to your event.



Use your Social Media Platforms

- Always include your direct social media links on any media material, and include the hashtags provided for Squash Day in Canada.



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DURING THE EVENT

Assign someone to media relations

- If you've invited media to attend your event, make sure someone is assigned to help them to cover the event when they arrive. Help them find people to interview. Assist them to get photographs or shoot video. And provide them with details on your programs and offerings.
- Have a printed page ready with that information, including links to your website.
- Make sure to get their contact details so you can forward any additional information and keep their name on your media list for another time.

Take photographs and video for your purposes

- Be sure that you get some photographs and video for your own purposes. Assign this task to someone to ensure that you will have material for your own promotions and write up, and to send to media as a follow-up.
- If your technology permits, Facebook live a demonstration and record it to use later.

Engage the media online during the event

- If the media does not send someone to your event, engage with them during through their social media accounts. Use the Facebook/Twitter addresses you collected pre-event and include them in some of your posts.

POST EVENT

Follow-Up

- If no media were able to attend your event in person, do a short summary of the day, and send it out to your local media outlets. Try to make sure that your photographs represent the demographics of your community, and the demographics of the people you are trying to encourage to take up squash.

BONUS TIP: Be sure to include your contact information in anything you send out so that if they want to do a follow-up or have questions they know how to reach you easily.

Good luck with engaging your local media for Squash Day in Canada on September 30th!



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