

# How to write and send a press release

One of the best ways to reach your target audiences is through the websites, magazines, newspapers, TV and radio shows that they might read, watch or listen to. For karting events, these will usually be motorsport and local media outlets, including your local businesses and supporters as well as local council, shopping centres and other sporting organisations.

## WHAT IS NEWS?

A commonly used definition is that "dog bites man" is not news, whereas "man bites dog is". In other words, news is something that is out of the ordinary – this is your news hook. In the case of a karting event, this could be achieving record entries, attracting a record number of volunteers, signing a new sponsor, raising money for charity, the launch of new or upgraded facilities, hosting driver from outside your local area etc.

## HOW DO WE WRITE A NEWS STORY?

Think of a story like an upside down pyramid. As well as the news hook, you want to get as much important information in at the top as you can. Consider the five W's: who, what, where, when and why. In the following fictional example we cover off four of the five w's in a single sentence:

*The Colnbrook Karting Club [who] has attracted a full entry [news hook] for its first race back after fully renovating their track c [what] in Blackmore [where] this weekend [when].*

The media will also want a quote from someone involved in your event. They might also want a high resolution rights-free image and contact details, for further information – or to request an interview – so make sure all this is included in your release.

## HOW DO WE SEND A PRESS RELEASE?

It's important to make your press release look professional, and it goes without saying that you should proof read it carefully to eliminate spelling, grammar and punctuation mistakes.

When you're ready to send, you could attach it to an email as a PDF, in which case make sure the recipient list is in the BCC address bar and not the TO or CC bars!

## WOW! DID YOU KNOW?

An attention-grabbing headline is essential!! It's reported 80% of people will read headline copy.

For this reason, among many, it's important to make sure yours is interesting and highlights the main messaging point of your press release.

Your headline is the first thing busy journalists and your target audience will see, so pique their curiosity with a headline that highlights the main topic of the press release.

## OTHER IMPORTANT STUFF

Include any other relevant information, such as an entry fee for participants, the price of tickets if it is not a free event, whether or not there will be refreshments, special guests or prize presenters, and so on.