

RACE DIRECTORS' SUMMIT

Saturday, March 7



NEWSPAPER AND RADIO ARE NOT DEAD

- Shift from print to digital
 - Still need content
 - Pre-research, pre-prepared is key, with reduced staff / reporters
 - Include pictures
- Radio still exists
 - Vancouver station ratings claim 2.4 million unique daily listeners (1 minute / day)
 - Often listen to in their cars
 - On site promotion teams that can add value to your event



FOUR MEDIA RELEASES YOU NEED TO SEND

1. Event Announcement

- 4-6 months in advance
- Name and key sponsors of the event
- When and where it is happening, how to register
- Who to contact for more information
- Include a hi-resolution image from last year

2. Event Reminder

- 2-3 weeks in advance
- Event Name and key sponsors
- When and where it takes place, how to register
- Include a hi-resolution image from last year (different)



MORE MEDIA RELEASES

3. Media and Traffic Announcement

- 1-2 days in advance
- Focus on radio and editor desks
- Where and when it is happening
- What traffic impacts there will be

4. Results Release

- Day of or day after
- What happened at the event?
- How many people turned up?
- Who won? How much was raised for charity?



WHERE TO SEND THEM

Local Papers

- Look at who writes community events or local sports
- Look at contact lists for papers
- Editor or assignment desk
- Black Press Media – Community Papers
 - Blackpress.ca
- Any community paper you see at your grocery or delivered to your home

Radio

- Local Promotions Team
- Community Listings
- Contact info on site

Online Media

- Send them the release they might pick it up
- Put your event in every run calendar you can find

