



## **Write an impressive press release to promote your model aircraft event.**

The MAAA have asked Sustainable Marketing Services, a multi-award winning marketing agency, to offer our member's advice on how to write a press release that will help local clubs promote their events, and ultimately, our sport. To see a good example of a media statement visit <http://www.maaevents.com.au/about/media-release>

### **What is a press release?**

A press release is a written statement provided to journalists or editors, detailing newsworthy information about an organisation. The aim of a press release is to have it appear in media such as, newspapers, industry or leisure magazines or broadcast news that targets your customers.

Suncoast model flyers recently did a fantastic job promoting their event Anzac Military Spectacular... A tribute to our servicemen and women. They even received coverage on ABC radio which can be heard at <https://soundcloud.com/abc-sunshine-coast/remote-control-planes-to-honour-anzacs>

### **Why should you write a press release?**

Press releases must be newsworthy. In the case of the Suncoast model flyers, the event was linked to Anzac Day and honoured our servicemen and women, from the point of view of the media, this made it more interesting because it is local, timely and relevant to people on the Sunshine Coast.

When you are planning your events can they coincide with a local show? A local day, celebration or event? This will help you achieve promotion for your sport. If this is not possible and you are having a standalone event what is most important and will appeal to members of the public, is it a free and fun day for the family? Will it provide enjoyment for people of all ages? Will it be exciting and why? Who is your oldest member? Do you have a ninety-something year old that's still enjoying the adrenalin rush of flight, or a young member breaking records? These are all pieces of information that the media may be interested in.

The MAAA is the leading national aeromodelling organisation in Australia.



## What should you include in a press release?

A press release starts with a great headline, followed by a short lead paragraph which answers the key questions, who, what, where, when, how and why?

In a press release you should include the most important information at the top of the article, with less important information towards the bottom. This is because editors cut from the bottom up. It also helps get the reader to the point quickly, encouraging them to continue to read the article.

When writing a press release it's also good to consider current events – can you leverage current news to talk about your event or club announcement?

## How can you add value to your press release?

There's a number of ways you can make your press release stand out from the crowd.

1. **Include quotes and a quality picture** – do you have a long-standing and happy member? Ask them to provide a quote, if you held an event last year can you get a member of the public to say just how great it was and that they are looking forward to attending in 2014? Model aircraft look fantastic and including a picture will add value to your release, but it must be relevant to the announcement you're making. For instance, a picture of a helicopter, would not be relevant for a jet model open day! **An important note:** it is very important for you to obtain written permission stating that people who appear in photographs are happy for them to be published. It is **imperative** that permission is sought from a parent or guardian regarding a child's appearance.
2. **Include a call to action** – a call to action is a direction such as “call now”, “email us” or “visit our website” to direct the reader to learn more about your event. We recommend you include your contact details in a call to action.





3. **Consider a paid advertisement** – consider a paid advertisement (if you have the funds) in targeted publications to reinforce your message. Make sure the editor of the newspaper or publication knows that you are advertising, sometimes the double whammy of editorial content and advertising may help drive more people along to your event.
4. **Speak to the experts** – journalists and editors know what news angle works best for their publication. Don't be scared to talk to the editorial team to find out what they think will work best for their readers and your potential customers. But remember, anything you say can end up in a newspaper so don't say anything you wouldn't like to see in print!

Before tackling a press release it's important to remember that professionals like journalists and public relations specialists spend years honing their craft, but they use a formula that you can follow. **To learn how to write a press release Please read on!** Feel free to contact us for further advice on the types of publications you can contact to promote our sport.





**To write a press release you can use this basic template:**

**Insert date: Saturday, 21 June 2014**

**EMBARGOED UNTIL (insert time, day of the week, date, month and year)**

An embargo is not always necessary but is a request that information not be published until a certain date or time.

### **Headline: How to write a press release**

Your headline should be prominent and appear centred on the page in bold. Remember to keep it short and sharp and don't keep your readers guessing.

**Paragraph one:** "the lead", your first paragraph should include the most important facts, if possible; it should be restricted to 25 words. Ideally you should cover Who, What, Where, When, How and Why in your first paragraph.

### **Remaining paragraphs:**

Following paragraphs should contain supporting information to expand and reiterate the points of the opening paragraph. If you are writing about an event, this may be an opportunity to outline the program of events and exciting things that are happening on the day.

If you are including quotes you should always introduce your subject to the reader first, followed by an indirect quote, then a direct quote. For example:

Model Aeronautical Association of Australia President Neil Tank **(introduction)** says a well written and targeted media statement can increase the credibility of the sport and attract new members **(indirect quote)**.



“Writing a press release may lead to your club being mentioned in the editorial content of publications, like newspapers, which consumers trust more than traditional advertising,” Mr Tank said **(direct quote)**.

**Closing paragraph: CALL TO ACTION...**for “soft” news stories most media outlets will include a call to action or contact details for the event. It may appear at the bottom of the article but drives visitors to contact you. For instance:

To find more about (insert event) contact (insert phone number or website).

**ENDS: you should type ENDS or ### to signify the end of your statement.**

**Contact details:** Insert first name and surname, title and phone number

**Make sure your nominated contact is equipped to speak to the media and quickly returns their call, preferably on the same day.**

**Editor’s note:**

You can add an Editor’s note. This is where you include relevant information, such as the names of people who appear in an attached photograph, or contact details of somebody who is happy to talk more to the media about your club.

