



PISTOL AUSTRALIA INC

Guidelines for Media Contact

Suggestion of points to consider when making media contact for publicity for pistol shooting:

We should not expect that the media at any level will provide us with free publicity for the sake of it. However if we have something newsworthy to report, or something/someone of local, State or National interest to offer, then the following points may help ensure the story gets some attention.

Research existing local media outlets (newspaper, television and radio journalists). A review of what sort of items, stories, features etc. regularly appear may be a guide to what is acceptable.

Make contact with identified sports journalists;

Invite local media journalists to familiarise themselves with pistol shooting by inviting them to your range – preferably at the time of an Open Competition;

Provide journalists with written background to the shooting discipline/s and events. Information on Pistol Australia (PA) website can be used and/or requests to other Clubs/States/PA for assistance with relevant written background material;

Actually write the media article yourself. (Journalists are usually happy to have something to start with and then modify to their own style);

In the case of Open Competition provide daily score results to journalists – preferably by email – and provide brief written “story” of the event – include local shooters’ successes in the “story”.

Invite journalist to the range during Open Competitions to take photos and if this is not possible provide good quality, high resolution digital photos to journalist (preferably by email);

Provide full final results to journalists when the competition is finished and thank them for their interest and articles if they published same;

Repeat on a regular basis your contact with journalists and provide different “story” e.g. State team to National Championships – include team members and potential for championship winners.

Many local-area print media have a sports results section and are happy to be provided with and publish e.g. weekly Club shoot results. This is a good way to keep a Club’s name and activities in front of a local audience on a regular basis and requires no special expertise from the person/Club who provides it.