

Reaching Out to the Media

In choosing to partner with Positive Coaching Alliance, you've made a definitive choice that speaks to your organization's commitment to change the culture of youth sports. In an effort to maximize your efforts and impact, we encourage you to engage your local media with the news of your partnership. Raising the profile of your relationship with PCA will not only help to spread the positive coaching message, but will help distinguish your organization's leadership in your community.

WHO TO CONTACT

The first step to local media outreach is determining who to contact. Although this may take some research on your part, it will save you time and energy in the long run and ultimately help you succeed. Sports and Human Interest reporters and editors are a great place to start. Also, pay close attention when you are reading your local paper and watching your local news. Note the publications and local stations covering issues facing youth and youth sports.

FINDING CONTACT INFORMATION

The website <http://www.congress.org/congressorg/dbq/media/> has a list of local media contacts available. Enter your zip code, and uncheck the box for national media. Here you can find a variety of local media outlets in your area along with contact information for reporters and editors. You may need to go to individual newspaper/news outlet websites to get a more complete list of contacts, but this is a great place to start.

PRESS RELEASE

A press release (provided by PCA on the partner website) will serve to formally communicate the news of your partnership with PCA to the media. In the most basic terms, it is the "who, what, where and when" of the news you are trying to communicate.

INTRODUCTION E-MAIL

Your initial outreach to a reporter should be concise and very specific. Reporters are busy people, but they are always looking for a story. Keep it short and sweet. This e-mail should introduce you and your organization, PCA, and why your partnership is a relevant story to their audience. It should be no longer than about five to six sentences. (e-mail template provided by PCA) You will attach your press release to this e-mail, and to any further correspondence as well.

E-MAIL SUBJECT LINE

Although this may seem like a small detail, the subject line of your introduction e-mail is very important. Reporters receive hundreds of e-mails a day, and often times delete a large percentage of them. The subject

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line should grab their attention. Whether it's a clever turn of a phrase, or a headline grabbing statement, be sure your subject line is something that gets their attention!

FOLLOWING UP

In general, your initial e-mail will not receive a response. Calling the reporter two or three days later is almost always necessary. This is when you share your passion for the PCA movement, and why it's something that people should be paying attention to. Again, be mindful of their limited time, but be passionate! They will respond to people who are consistent and committed. More often than not, they will do what they can for a good cause.

CREATE A RELATIONSHIP

Maybe the first time you reach out to a reporter, your story doesn't get picked up. Don't be discouraged! Creating relationships with your local media takes time. Keep in contact with them, letting them know about your continued relationship with PCA, and your efforts to create a positive culture within your youth sports community. When you host an "Honor the Game Day" invite them out. If you have a great turnout at a Parent Workshop, send them a quick e-mail with a quote from a parent in attendance. Remember, your parents and coaches are their readers and viewers; reporters want to know what their audience cares about. Become a trusted resource for them, and they will become more open to your message.

Sample Email to the Editor

Dear [REPORTER/EDITOR],

[ORGANIZATION] in [CITY], recently partnered with Positive Coaching Alliance (PCA) in an effort to change the "win-at-all-cost" mentality that has taken over the culture of youth sports.

A full release, with more information about {ORGANIZATION} PCA initiative, is beneath my signature.

Please let me know if you wish to cover our efforts in an upcoming article.

Thanks for your consideration.

Best,
[YOUR NAME, TITLE]

{INSERT PCA PARTNER PRESS RELEASE – PROVIDED BY PCA ON THE PARTNER WEBSITE}