

Gaining Local Press Coverage



If you have an event or a newsworthy story to tell, it may be worth putting together a press release for distribution to local newspapers, regional news and /your local Redpin publication which features a Pony Club page in every issue.

General rules we follow when writing press releases are:

Think of a catchy title for your release, similar to the sort you would see as a headline. It is sometimes easier to write the release first then think of a title!

Begin with the most important information first, for example if one of your Members will be riding a rescue pony at The Pony Club Championships the story is about the pony and its journey to full health and qualification – details of the rider, the event itself and your Branch or Centre can come a bit later on.

A 'Notes to Editors' section can be added to the bottom, where you can put information to help an Editor find out more about the story. You could include how to contact you, more about The Pony Club as an organisation (including that it is a registered charity) and if you have mentioned any sponsors information about them too.

Images

We would recommend sending images with a press release, but not as an attachment as these may not be received due to their size, or they may end up in the Editor's spam folder. You could either upload an image (or images) to a website such as Dropbox then put a link in the notes section, or include a note saying where images can be requested from so they can contact you directly. If you use Dropbox make sure you choose the 'Can View' option not the 'Can Edit' option otherwise people will be able to delete any files within the Dropbox, meaning when the next journalist goes to look it will be empty and they may not bother contacting you – rather not run the story at all.

Remember that not every local newspapers have a journalist who with knowledge of horses, so keep any terminology simple. You can always explain some words by putting an asterisk next to word within the text, then explaining in more detail more in the notes section. For example you could put Blue Cross Horse and Pony Care Competition* in the text then describe it in the notes section; The Horse and Pony Care competition features teams of three Pony Club Members who demonstrate their knowledge and practical horsemanship skills taken from The Pony Club Efficiency Test cards over a number of rounds.