

Aim for Paris

Media tips

Aim for
PARIS 

Background

This year is set to be an exciting summer of sport with the Olympic and Paralympic Games in Paris. In a bid to harness the excitement surrounding the Games to encourage more people to have a go at archery, we're encouraging clubs to offer taster sessions. Between June and September, Aim for Paris will hopefully see hundreds of people take part in have a go events up and down the country.

Head to [Archery GB's website](#) for more information on holding an event.

The following outline is designed to help you get the most out of your event with local and regional media.

Think about timings

Allow enough time for drafting and getting any approvals you might need before issuing your press release – this is particularly relevant when you're including quotes as these will need to be approved by the person you're quoting.

While all newspapers will have an online presence, for their print versions, they will have deadlines so bear that in mind if you want to try and hit a specific edition ahead of your event as well as afterwards.

Before issuing your release, also consider key dates of the Olympic (26 July – 11 August) and Paralympic Games (28 Aug – 8 September). Holding your event during this time could add extra weight and increase the likelihood of your story being picked up and featured.

Make it newsworthy

It goes without saying that you need to make your press release as appealing as possible so that it stands the best chance of being featured. The person you send the press release to will be thinking about whether it's something that will interest their readers.

A good structure to follow for this is:

- WHO: Your club
- WHAT: Details about your Aim for Paris event
- WHY: Why are you holding this event? Think about including something about supporting the archery community and showcasing the strength and unity of Archery GB clubs and members while also celebrating the Games
- WHERE: Let people know where the event is taking place
- WHEN: Be clear on the start/finish times of your event
- HOW: Include more details about what people can expect and the reasons why they should get involved

You'll find a template press release in the Toolkit, which is [available here](#).

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Use good photography

Sending a photo with your press release will increase the likelihood of it being featured. But it needs to be the right kind of photo – something that helps to tell the story and if someone sees it, thinks they'd like to get involved.

Perhaps you have an image of a previous taster event you could use that captures the fun element of archery? Just remember that you'll need to have the relevant permissions of the people featured.

Some other key points to remember:

- Make sure the photo isn't blurred and is in focus
- Ensure photos are the right resolution – not too big and not too small. If you're using a smart phone, then there shouldn't be any issue with this
- Make sure no one has their eyes closed!

During any events you hold, make sure you get lots of photos that you can use for any follow-up stories. Again, permissions will be important here as well as getting the full names of anyone featured.

Consider local radio

As well as local newspapers, your local BBC radio station might be interested in the story. Here, if they do want to use it, they'll want to interview someone, so before sending out the release, you'd need to have this confirmed.

Some key points to remember if you are successful:

- Is the interview going to be live or pre-recorded? Make sure you know this in advance
- Where will it take place? Sometimes it might be in a studio, or you might get a call via FaceTime or WhatsApp. If it's the latter, make sure you're somewhere quiet, have a good signal and won't be disturbed
- Ask for the questions or topics beforehand. This will help you prepare. Try not to rehearse specific answers though as this won't sound natural. As long as you know what the key points are that you need to cover, that will be fine
- Try not to be too nervous. It will be a topic the person being interviewed knows well and a bit of preparation will mean it's likely to go well. Remember, it's really just a conversation!

Key facts and figures

Whether you mention them in any potential radio interviews, or include them in a press release, facts and figures are always interesting for media, helping to grab the attention of journalists and potential audiences.

To get you started, here are a few key statistics:

- Team GB have won nine Olympic medals in total; two gold, two silver and five bronze. The most recent was a bronze medal at Athens in 2004
- Great Britain is archery's most successful nation at the Paralympic Games, with 66 medals in total; 20 gold, 24 silver and 22 bronze
 - Great Britain's first ever gold medal at the Paralympics was achieved in archery by Margaret Maughan in 1960

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- Archery first entered the Olympic programme at Paris 1900 before a break of 52 years between 1920 and 1972. The sport has been present at the Games ever since with recurve the only archery discipline featured
- Archery featured at the first Stoke Mandeville Games in 1948, the predecessor to the modern Paralympic Games, and has been included on every Paralympic programme since the inaugural competition in 1960
- For Para-archers, the use of assistive equipment or an assistant is allowed depending on the impairment, while a variety of techniques may be employed, including pulling the bow string with the mouth
- Olympic archers shoot at a 122cm-diameter target from a distance of 70m. To achieve maximum marks, they must hit the gold centre ring measuring just 12cm
- At her first ever Paralympic Games in Tokyo, Team GB's Victoria Rumary won bronze in the Women's Individual W1
- Team GB's Phoebe Paterson Pine won gold on her Games debut in Tokyo in the Women's Individual Compound Open

Find the right contact

While you might immediately think of your local newspaper as the place to send your story, and you'd be right, think about other outlets too. And whether you're contacting a local or regional newspaper, a website, a local magazine or a radio station, finding out who the best person is to send the press release to is key.

A Google search is a great starting point and may identify the best person, you could also try phoning. When calling, explain where you're from and what you'd like to send through, and you should be given the relevant contact details.

The right pitch

Once you know who you need to send your press release to, next you need to think about your email. Think about how you can best summarise your Aim for Paris event. It doesn't need to be long, in fact the more concise the better while still getting across the most important points.

If you have a photo to go with the story, you'll need to attach it and include a relevant caption. If the image is a posed shot of people then you'll need full names and role titles from left to right. And if you want to invite someone to come along, don't forget to add that in as well.

Unfortunately, you're unlikely to get a response to confirm the story has been received and whether it might be included. If you don't see any coverage, then it is worth following up.

Good luck!

If you have any questions or would like further advice, please get in touch and we'd be happy to help: archerygb@targetgroup.co.uk