

Instructions For Using Press Releases

The eight fill-in-the-blank press releases posted on the following pages were created to enable club publicity contacts to send professionally written, pre-formatted releases to the media. The users only need to supply the requested information. Email the release and include your events schedule. **Email is the preferred method of submitting releases.**

You may notice that many releases contain boiler plate information when discussing AVA and volkssporting in general. This is called “planned redundancy.” If someone reads or hears something enough they will remember it, or at least feel comfortable in using it at a later date.

Several of the releases introduce the public to AVA and volkssporting and to certain dates and events that we traditionally recognize such as National Sports and Fitness Month in May and the National Volkssporting Month in October. Hopefully your club schedules events to coincide with these events. This way you are creating news.

The release on the healthy benefits of walking can be used at any time. But it is suggested that you watch for the release of some national or regional health reports that reporters will do stories on. They will appreciate your efforts to provide them additional information to round out their stories. Piggyback your release on important reports and events.

The Walk the Walk in 2014 release taps into the obsession of Americans to make New Year’s resolutions to get in shape and join their local health clubs. Why not join an AVA sports club? An early December release date is recommended. Reporters are looking for new wrinkles on how to present the obligatory stories they must write on getting fit in the New Year.

Other posted releases are relatively simple in nature such as an article announcing your club meeting or upcoming schedule of events. These may be better suited for Community Calendar areas of the media in Radio, TV, newspaper, website, and other social media outlets. The release contains more information than just the announcement itself but you never know if the additional information may prompt a story request for club news at a later date.

If you want to change the copy in the releases, that’s your option. You may consider cutting and pasting relevant paragraphs for your original releases. But a one-page release is the industry standard. News desks are bombarded with releases and reporters only spend a very short period of time speed reading and deciding which ones to use. So keep in mind, the shorter the better.

I have also provided a blank pre-formatted release form for clubs to use when creating their own releases. The proper format may be the deciding factor for selecting your release.

If there are other subjects you would like AVA to address with a written release, please send your requests to the [Contact Us](#) link on the [ava.org](#) website.