

# ARCHERY DAY IN CANADA

MEDIA KIT 2022



*Take aim at archery!*



# SAMPLE ARCHERY DAY IN CANADA POSTS

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Do you want to bring people back to the sport of archery or encourage them to try it for the first time? Do you want to get involved on Archery Day in Canada? Invite people out to your club on September 17, 2022! Help remind people why they fell in love with the sport in the first place or why they should fall in love with it now! Tag @ArcheryCanada and use #ArcheryDayCanada

There is never a bad time to tell a good story, but Archery Day in Canada is a great time to tell people why you joined the sport, whether that be through social media or local news outlets! On Archery Canada's website, there is a how-to guide on getting the media's attention to promote archery!

If there is someone in your archery community that you think deserves to be highlighted and celebrated, be sure to thank them on Archery Day in Canada on September 17th. Share it on social media with #ArcheryDayCanada and tag @ArcheryCanada.

# MORE GREAT WAYS TO CELEBRATE ON SOCIAL MEDIA

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Facebook is great for planning events. Using their event page feature, you can plan your Try Archery day and easily communicate to a lot of your participants!

Do you have any cool archery photos that you want to share? Posting them on Archery Day in Canada, September 18th, is a great idea! Don't forget to use #ArcheryDayCanada

A photo challenge with your club's members is a great way to reminisce about all the wonderful moments that you have had!

Any way that you can use social media to get your participants excited about coming back to archery or trying it for the first time is wonderful! Be sure to share ideas within your club, family, and friends.

# MEDIA KIT: TIPS AND TRICKS TO GET THE PRESS' ATTENTION

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## How does media work?

Media, in all forms (TV, radio, newspaper, magazine), is about storytelling. Without a compelling human-interest angle, you may as well simply be asking for inclusion in a billboard-style list of events.

What makes a compelling story? Tales of overcoming adversity to reach goals. An archer who overcame a devastating injury to rise to international acclaim; an archer whose career is a rags-to-riches adventure not unlike Rocky; an archer who came from out of nowhere to challenge for a world championship... these are all angles you can use. Of course, this archer will have to agree to interviews and photos for the idea to work.

Alternatively, a compelling story developing at the event will also be a draw: Bag the pro! Do you think you can beat our pro on a one-arrow shootoff? Prizes for anyone who does. Invite the media to take their try.

## How to get the media's attention:

Compile a list of contacts at your local media outlets. Send a press release a week in advance. Follow up with a phone call later the same day or the next day. This is critical: many media outlets get tons of press releases, the odds of any one falling between the cracks are high.

## Don't bury the lead:

If you have a compelling story as outlined above, start with it. Who you are, what your organization is, who your sponsors are, etc., are all fodder for later in the press release.

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Tips for local organizations on maximizing the odds of gaining media coverage:

Decide the message you wish to share: do you have local, national or international athletes? Is recurve popular in your area? Is compound?

Decide the best way to tell your story: reporters don't react well to form letters or canned messages. Instead, find a local archer willing to be your spokesperson. This person should have an interesting story to tell, whether it's a tale of overcoming adversity to reach a goal, an interesting life tale leading up to his archery career or an amusing anecdote about why she became an archer. Failing that, media are always interested in local athletes performing well on the big stage. To get good play, stories should have a compelling human element.

Find out the best person at a particular news outlet to speak with. Media outlets are busy and messages often get lost. Build a rapport with the right person, so when the time comes to send your release, this person is already waiting for it.

Emphasize the potential for great photos and video: both are critical components in media coverage, they are not optional.

Offer to share links to online content on your social-media platforms.