

Sample NATA News Release

Issuing a news (or press) release about what you have planned for National Athletic Training Month is an effective way to communicate with your local media. The main purpose of your news release will be to provide reporters and producers with information about the “who,” “what,” “when,” “where” and “why” of your March events.

A good news release is written clearly and honestly. It focuses on what’s newsworthy, while avoiding unnecessary details. Below are two examples, which will give you an idea of how a release should look and read.

Things to keep in mind:

- Tailor the content of your release to specifically address your group’s local activities and events.
- Increase media exposure by issuing a news release for every activity you have planned.
- Develop a couple of releases for each event you have planned, changing the focus to attract different types of reporters (e.g., sports writers, health/fitness reporters, business columnists).
- Come up with newsworthy and catchy headlines to capture reporters’ and producers’ interest.
- Include quotes from athletic trainers, local experts, community leaders or someone closely associated with your activity in your news release. Identify the person’s work and association title.
- Use spell check and proofread your release thoroughly. Have a colleague review the text.
- Print your release on your organization’s letterhead. Use only one side of the sheet and include large margins. Put your contact information at the top of each news release.
- Include a cell phone or home number to allow reporters to contact you after regular business hours. When appropriate, list the media contact’s society or association title, (i.e., PR Chair, NATA District 8).
- Limit your news release to one to two pages. If your release continues onto a second page, type “-more-“ at the bottom of the page and center it.
- Indicate the end of your release by typing “###” a few spaces below the last line, and center the symbols on the page.
- Include the exact date you plan to send out the news release. The date appears on the release following your city and state. Abbreviate your state, unless you live in Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas or Utah.
- E-mail, fax or mail your release(s) to pertinent local media outlets. If you e-mail a reporter, copy and paste the release’s text into your e-mail message instead of sending it as an attachment. Use the headline of the news release as your subject line.

SAMPLE NEWS RELEASES

Contact:

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For Immediate Release:

STATLER RIDGE ATHLETIC TRAINERS HOST MARCH 6 LUNCHEON FOR BOARD OF EDUCATION MEMBERS TO DISCUSS INJURY REHABILITATION ISSUES FOR AREA SCHOOLS

Meeting is First of Local Activities Scheduled for National Athletic Training Month

Statler Ridge, Ind. (February 18, 2015) – Eleven local athletic trainers have invited members of Statler Ridge’s Board of Education to join them for a special luncheon to celebrate the beginning of National Athletic Training Month, and to discuss how the community’s local youth can be active and stay healthy.

The luncheon will be held Friday, March 6, at the Clarion Hotel on Route 70, from noon to 2 p.m. “We’re delighted that Joseph Collins, president of the board, and most members will be able to join us,” says Alice Engler, ATC and National Athletic Trainers’ Association District 2 coordinator, who is organizing the event. “The main purpose of the luncheon is to familiarize the board with our work, and how athletic trainers can help student athletes and faculty in all our district’s schools to effectively recover from sports injuries.”

“We Prepare – You Perform” is the theme of this year’s National Athletic Training Month, which is sponsored by the National Athletic Trainers’ Association (NATA), a not-for-profit organization based in Dallas, Texas. The luncheon is one of many local and national events being held throughout March, which salute the medical and community work of athletic trainers nationwide. Other Statler Ridge activities planned include: a 5K Run/Walk, which will take place Saturday, March 14, at Fairmont Park, off Lafayette, from 7 to 9 a.m., and a free Injury Screening Clinic, held at Highland Wellness Center at 211 Broadway on Sunday, March 15, from 1 to 4 p.m.

“We athletic trainers look forward to meeting our neighbors and friends at the events, and demonstrating the various types of services we provide,” says Engler. For more information about attending, please visit www.stridgeat.org or call 888-555-5555.

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For Immediate Release:

**CALIFORNIA ATHLETIC TRAINERS KICK OFF NATIONAL ATHLETIC TRAINING MONTH
BY OFFERING FREE HEALTH SCREENINGS TO GOVERNMENT OFFICIALS MARCH 13
*State Representatives and Employees Will be Offered Evaluations for Blood Pressure,
Body Composition, Strength, Flexibility and More in Capitol Building***

Sacramento, Calif. (February 18, 2014) – Athletic trainers throughout California will visit the state Capitol on Friday, March 13, to offer elected officials and state employees free health screenings to celebrate the launch of the 15th annual National Athletic Training Month. From 11:30 a.m. to 2 p.m., athletic trainers will provide a variety of evaluations, including blood pressure, body composition and obesity checks, strength, flexibility and more, in the main lobby of the Capitol.

“Our governor and state representatives put in long, stressful hours on our behalf, so the local members of the NATA – the National Athletic Trainers' Association – wanted to show our appreciation by doing something helpful for them,” says Eli Ramirez, MEd, ATC. “We also want to familiarize government officials with the variety of services athletic trainers provide people throughout the state.”

The theme of National Athletic Training Month 2015 is “We Prepare – You Perform.” Athletic trainers from San Diego, Los Angeles, Fresno, San Francisco and other communities, will be overseeing the evaluations. The Sacramento health screening is one of many local and national events being held throughout March, which salute the medical and community work of athletic trainers nationwide.

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