NATM 2021 Sample Press 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.
* Come up with newsworthy and catchy headlines to capture reporters’ and producers’ interest.
* 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).
* Include the exact date you plan to send out the news release at the top. The date appears on the release following your city and state.
* The most important messages should be in the first paragraph. Ask yourself, if someone only reads the headline and the first paragraph, will they have a core understanding about the news?
* Include quotes from athletic trainers, local experts, community leaders or someone closely

associated with your activity in your news release.

* Indicate the end of your release by typing “###” a few spaces below the last line, and center the

symbols on the page.

* Limit your news release to one to two pages.
* Use spell check and proofread your release thoroughly. Have a colleague review the text.
* Develop pitches (emails that you send the press release in providing topline reason why your news is important and that they should cover it) that focus on different areas depending on what reporter you are targeting. For example, you may highlight something different for a sports reporter than you would a health reporter.
* E-mail 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 RELEASE

Contact:

First Name Last Name, ATC

Phone Number

Email@email.com

March 2, 2021  
  
For Immediate Release:

**STATLER RIDGE ATHLETIC TRAINERS HOST MARCH 2 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. – 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 2, 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 4 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.”

Other Statler Ridge activities planned include a 5K Run/Walk, which will take place Saturday, March 3, 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 11, from 1 to 4 p.m.

“Athletic trainers look forward to meeting our neighbors and friends at the events, and demonstrating the various types of services we provide,” said Engler.

“Essential to Health Care” 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 work of athletic trainers nationwide.

For more information about attending, please visit www.stridgeat.org or call 555-555-5555.

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