



PR Toolkit for RAAM Time Stations

Why is PR important?

Publicity about the race is critical for the success and longevity of RAAM. Media attention means exposure for our sponsors, a wider base of online and on-site spectators and greater understanding among the world's cycling and non-cycling public about the ultracycling challenge. Perhaps most importantly, it is a way to tell the world about your forthcoming challenge and adventure. You owe it to yourself and your community to share this momentous experience.

Partnering with RAAM

The new RAAM management is committed to getting the story of RAAM and your heroic support out there. But we need your help. Only you know the media outlets in your area, and they will be much more interested in hearing about your fantastic community efforts from you, rather than from a third-party.

Here's how you can help us engage the media around the world:

Before RAAM Starts:

1. Contact your local media and introduce yourself.
2. Send a pre-race press release about your Time Station (see template in this Toolkit)
3. Assign someone, if not yourself, to be available to take our calls during the race, participate in phone interviews we set up, and call in updates, if possible.
4. Complete the PR Information Sheet in the Toolkit, to include
 - a. The list of your media contacts and send to our PR staff
 - b. Any URLs that you, the Time Station, and your sponsors use to promote your participation in RAAM
5. Make sure we know what's planned for your Time Station
6. Be available for interviews

During RAAM:

1. Be available for interviews or have someone on Time Station staff coordinate interviews
2. Schedule some update calls to the RAAM HQ
3. Include us on your website or email updates

After RAAM:

1. Send a press release about your RAAM experience to your media contacts
2. Follow up with these contacts by email and/or phone
3. If possible - send a list of any articles and/or TV coverage to the RAAM organization

RAAM PR Toolkit

1. **Toolkit Intro:** Why and how to partner with RAAM
2. **PR Contact Sheet** – Please complete and return this to RAAM
3. **Talking Points** – Use these when talking to the media
4. **Press Release Template** - Personalize and send to your media list



PR Toolkit for RAAM Time Stations

How to Contact the Media

- 1. Identify the key talking points that make your story interesting to others, above and beyond the extraordinary achievement of racing your bicycle across the USA. (General RAAM Talking Points are included in this packet)**
 - How are you handling the tremendous effort that goes into any RAAM participation?
 - How long have you been planning and training?
 - How many people are involved with your effort?
 - What is your previous involvement in cycling?
 - Are you involved with a charity?
 - Do you have any disability or personal challenge that makes the race even more of an incredible accomplishment?
- 2. Make a Media List. Find this information online or call the main number. (see Media Information Sheet in this packet)**
- 3. Personalize the press release template included in the Toolkit and send everyone on your Media list.**
- 4. Follow up with an email or phone call to each contact on your Media list. Have your RAAM and personal Talking points in hand.**

Online RAAM Information

RAAM Home: <http://www.raceacrossamerica.org>

RAAM Pressroom: <http://www.raceacrossamerica.org/page.php?title=Pressroom>

RAAM Media Kit includes the following:

- FAQ/Backgrounder
- Start/Finish Details
- Route Summary & Details
- Time Station Info (Addresses, ETA)
- Photos and photo access
- Roster
- By the Numbers (miles, racers, etc)
- Bios, Charities

Questions about the PR Toolkit or Your PR plans for RAAM?

Contact Jodi Hall, PR Coordinator: news@raceacrossamerica.org or 415-990-1324

###