



2012 NRA Women On Target® Instructional Shooting Clinic Media Release Request Form

NRA's Media Relations Division will help promote your club and the program you are providing with press releases to local newspapers, magazines, TV, radio, and media mail lists. Information must be received a minimum of 45 days prior to the event. Please note that submitting press releases does not guarantee they will be announced or published. Please complete this form and return it along with the **NRA Women On Target® Instructional Shooting Clinic** application.

___ No, we are not interested in media releases at this time.

___ Yes, we want NRA's Media Relations Division to submit media releases for our clinic.

Date(s) of clinic _____

Title of clinic _____

Name of host club/range _____

Exact location of club/range site where clinic is taking place _____

Activities _____

Schedule of Events _____

Registration Fee (if any) _____

Is pre-registration required? _____ Deadline for pre-registration _____

If there is grant funding for this event, please state the type of grant that will be used _____

Contact name: _____

Day phone: _____

Evening phone: _____

Email: _____

(Optional) Please provide a brief statement about your Women On Target® Instructional Shooting Clinic that we may quote in your press release:

(OVER)

GENERAL MEDIA GUIDLINES

Once a press release is sent, it is possible that media may show up at your event unannounced. It is up to your discretion to allow them in. Normally, however, media will call NRA's Media Relations staff first. Staff will screen the reporter and notify you of the media interest, as long as the reporter does not seem negative or hostile. It is assumed that you, the Coordinator, are the most informed and the best selection to act as spokesperson. However, many clubs do have individuals within their membership who are very positive public speakers and ambassadors; some may even specialize in public relations projects by profession or personal interest. Such an individual may relish the opportunity to assist you in this endeavor and you may feel free to appoint him/her as media escort/spokesperson. For safety reasons, the spokesperson should always escort visiting media representatives to all event centers and remain with him/her until they leave the grounds. Special care must be taken with photographers and TV crews. Insist they follow all the range rules, and never let them take any pictures with the muzzle of a gun pointed directly at the camera. Helpful information and general guidelines on how to deal with the media can be sent to you at your request. A staff member of the NRA Media Relations Division can also coach you over the phone if you like. **Call (703) 267-1595.**

___ Please send information and general guidelines for dealing with the media.