



## Media Relations

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It's no secret that South Dakota has more pheasants than any other state. What can be a secret is how great the pheasant hunting experience is in your community. We've included a sample press release that you can send out to your local media, but there are more stories to be told over the course of the season.

If you have an event, it's never too early to start talking about it and the people behind the event. Even if all the details aren't finalized, it is okay to talk about it and then keep the media posted on details as they emerge.

As a general rule, the media is looking for things that are new, different or relevant, and that's a great place to start. The media is also looking for human interest, small business and trend stories, so build those into your arsenal of gaining media. One often overlooked way to gain media coverage is to ask your local reporters what types of pheasant hunting stories they are looking for; it works.

One common misperception is that you need to issue a press release to get your story out to the media. The fact is, a phone call or email is usually more effective when it contains an interesting story or story angle.

Here are some story angles that you might consider:

- Localize the economic impact and give it context and perspective. Think about this example: there were 7,399 out-of-state hunters in Brown County, which is almost 4.5 times the number of people that live in Groton. Out-of-state hunters spent \$13.2 million in Brown County last year, which equates to \$372 for every man, woman and child in the county.
- Do you know of a family who has four generations of hunters that get together every year for the opener?
- Does a business really roll out the red carpet for hunters? Highlight them and have them talk about what pheasant season means to them.
- What trends are you seeing? People staying longer, hunting later in the season, using GPS systems, CRP land that has been put into production that has been replaced by public land?
- What youth programs do you have in the area to keep the traditions alive into the next generations?

- Who`s the oldest hunter in your community?
- You may have people who have overcome disabilities or are disabled and are still active hunters.
- If you know of any international guests who come to South Dakota for the pheasant hunting season, let the media know and help to arrange an interview.

Keep in mind that not every story you pitch to the media is going to get picked up, but it`s like hunting: you`ll miss all the shots you don`t take.

