



Elks “Hoop Shoot”[®]

Press Release Kit

This information contains suggested news releases, background material on the Elks and the “Hoop Shoot”[®] and a timetable for use in local, district and state promotional efforts. A well-organized and well-coordinated publicity campaign, starting at the local level and building all the way to the national finals, will help insure that this year’s “Hoop Shoot”[®] will be a success for all involved. Be sure to make the most of the opportunity.





“Hoop Shoot”[®] Publicity Checklist

- 1. Develop media list for distribution of news releases.**
- 2. Copy the backgrounders on the Elks and the Elks “Hoop Shoot”[®], the media “tip sheet” and the announcement and results releases on local lodge stationery. Prepare form listing winners, scores, etc. so that you can fill in this information the day of the contest and distribute it along with the results release.**
- 3. Arrange for photographer to be present the day of the competition.**
- 4. Contact key media in advance to let them know about the upcoming competition.**
- 5. Deliver the first news release to media, announcing the competition, along with the two backgrounders on the Elks and the Elks “Hoop Shoot”[®].**
- 6. Deliver second news release, the form listing all winners, scores and home town, and photographs of competition and winners.**
- 7. State directors place phone calls to the home town newspapers of the six state winners.**
- 8. Any follow-up media contact that is necessary.**

Attention “Hoop Shoot”[®] Directors

Important

PUBLICITY TIMETABLE

1. Complete and hand deliver news release #1 announcing your upcoming local/district/state “Hoop Shoot”[®] Contest to area newspapers, radio and television stations at least two weeks in advance of the event. State directors should also include the newswire service—Associated Press and United Press International—and mail the release to the major out-of-town papers in your state.
2. Along with this release, also include the two enclosed backgrounders, “The Elks” and “The Elks Hoop Shoot”[®], and the “press notes.” State directors should include a listing of all state contestants, their home towns and their scores to date.
3. The press notes and announcements release should be handed out to any media representatives covering the event.
4. Complete and distribute news release #2 announcing winners the day of or immediately after you local/district/state contest to area newspapers, radio and television stations. Do no delay. State directors should call the newswire and major state newspapers with the results immediately after the contest.
5. Along with release #2, do not forget to complete the attached form listing all the winners, their scores, (tie-breakers should be noted with an asterisk and an explanation below), home towns, the town of the sponsoring lodge, and winners’ total scores through the contest to date, i.e. 90/100.
6. State directors should also place phone calls to the hometown newspapers of the six state winners immediately, giving them details of the achievements of their local boy or girl.
7. The “post contest” #2 release should, if possible, be accompanied by quality, digital photographs of the competition and winners. If you are unable to obtain good photos until two or three days after the contest, send the release alone. If good photos can be obtained more quickly, include them with the names and home towns of the people in the photos.

Press Release #1

FOR RELEASE: IMMEDIATELY

CONTACT: NAME

Telephone number: (Local Elks contact)

Date:

(YOUR CITY/STATE) ANNOUNCE the 40TH ANNUAL ELKS “HOOP SHOOT”[®] COMPETITION

(Your city, state abbreviated, date)—(Local/district/state) competition for the 40th Annual Elks “Hoop Shoot”[®], the national free throw shooting contest for children ages 8 through 13, will be held at (location) on (date) at (time).

Nearly three million students from across the country entered last year’s competition for boys and girls in age categories 8 to 9; 10 to 11; and 12 to 13. Each contestant has 25 shots at the hoop. The boy and girl in each age group with the best scores advance through four tiers of competition to qualify for the national finals in Springfield, Mass.

(Local/district/state) winners will compete against other contestants in the (district/state/regional) event at (city), (date). Names of the national winners will be inscribed on the Elks National “Hoop Shoot” plaque, on permanent display in the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts.

For more details or to learn about the Elks, visit www.elks.org/hoopshoot.

(Note to directors: add one paragraph on one or two of your local winners from last year—see letter of instructions shown below.)

Letter of instruction on “Hoop Shoot”[®] announcement news release:

The sample release should be issued on your own news release stationery. In the upper right hand corner type Local Contact: and list the name and phone number of the local Elk that should be contacted by the press if further information is required.

Final paragraph: In order to make this more appealing to the media you should include a brief paragraph on one or two local/district/state winners from last year. That paragraph should read as follows:

Jane Doe, 9 years old, of (city), and John Smith, 11 years old of (city), were last year’s local/district/state winners in their categories. Jane sank 21 and John hit 23 out of 25 free throws. Jane went on to win the runner-up spot in the district competition. John won the district competition and finished third in the state championship.

The release should be hand delivered to the sports editors of the publications in your city.

Press Release #2

FOR RELEASE: IMMEDIATELY

CONTACT: NAME

Telephone number: (of local Elks contact)

Date:

(LOCAL/DISTRICT/STATE) CHAMPIONS CROWNED IN ELKS “HOOP SHOOT” ”® COMPETITION

(Your city, state abbreviated, date)—Three boys and three girls, ages 8 to 13 won the (first/second/third) round of competition in the Elks “Hoop Shoot”® free throw contest at (place and date) and have been named (your city/district/state) champions.

***(SEE WINNERS LIST ATTACHED)**

First place trophies were awarded to one boy and one girl in each of the three categories: ages 8 to 9; 10 to 11; and 12 to 13.

The six champions now advance to the (district/state/regional) finals at (place and date) where they will compete with other winners from throughout the area.

The Elks “Hoop Shoot”®, began as a local program by the Corvallis, Ore., Elks in 1946. This is the 40th year of the national competition. Nearly three million boys and girls are expected to participate this year.

For more information on the Elks and Hoop Shoot, visit www.elks.org/hoopshoot.

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CONTEST ANNOUNCEMENT

CONTACT: Name
Telephone number: (Local Elks contact)

ELKS “HOOP SHOOT”[®] COMPETITION

Press Notes:

TODAY’S CONTEST marks the (first/second/third) round of competition in the 40th annual Elks National “Hoop Shoot”[®] free throw contest. The program was originated by Frank Hise, a Past National President of the Elks, in Corvallis, Oregon in 1946. The Oregon State Elks Association made it a statewide competition in 1958. Gerald L. (Getty) Powell directed the program on a national level beginning in 1972. Nearly three million youth, ages 8 through 13, participated last year.

SITE: (Your local gymnasium, with whatever newsworthy descriptive information is available, i.e., is this the first/40th consecutive time the contest has been held in this facility.)

ITINERARY: The contest will begin at (time). The event is open to the public at no charge.

The 8- to 9-year-old boys begin the contest shooting from one end of the court while the 8- to 9-year-old girls shoot at the other end. This age category may shoot from four feet in front of the regulation foul line. The other age categories, 10 to 11 and 12 to 13, will shoot from the regulation foul line. Each contestant will be given five warm-up shots and then 25 shots for score. When all contestants in the age category have completed their first round of 10, the contestants will return to the line in the same shooting order, to complete their 25 total shots for score. No warm-up will be allowed in the second round. Ties will be broken by shoot-offs to be conducted in rounds of five until a winner is decided. The awards ceremony will be held at (place and date).

CONTESTANTS: Today’s contestants are winners of competition in schools and in boys and girls clubs throughout the area. The three boys and three girls in age categories 8 to 9, 10 to 11, and 12 to 13 who score highest here will advance to the (district/state/regional) finals at (place and date). From there, winners continue on to the national finals in Springfield, Mass., on April 28, 2012. The names of the national winners are engraved on plaques at the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts.

REPEAT CONTESTANTS: (The names, ages, scores and ranking of contestants who participated last year should be provided, especially if one of the participants is a previous national winner.

PREVIOUS LOCAL WINNERS: Notable accomplishments by past local Elks “Hoop Shoot”[®] participants should also be provided.

INTERVIEWS AND PHOTOGRAPHS: All contestants will be available following the contest. Photographs may be taken during the contest but we ask that you not use flash during the contest and that you not distract the shooters.

NATIONAL DIRECTOR: Cam Cronk of Billings, Montana, was elevated to his post in 1997 after serving as an assistant to national director Emile Brady for two years. Prior to that, he served as a local, state and regional director. Cam Cronk can be reached at 406-656-5818 or ccronk@ehoopshoot.org.

SPRINGFIELD HEADQUARTERS: Headquarters for the national finals in Springfield during the period April 27 to 29, 2012, are at the Springfield Sheraton Hotel in Springfield, Massachusetts.

SPONSORSHIP: This program is totally sponsored by the Benevolent and Protective Order of Elks of the U.S.A. It is endorsed by hundreds of school systems around the country. The Hoop Shoot is funded by the Elks National Foundation and the support of local Lodges and state associations. Travel and lodging expenses for the contestants and their parents are paid by the Elks.

BACKGROUND

THE ELKS

The Benevolent and Protective Order of Elks is one of the oldest and largest fraternal organizations in the United States. Founded in New York City in 1868, today, the Elks are nearly 860,000 members strong in more than 2,000 Lodges communities throughout the country.

Elks Lodges bring so much more to their communities than just a building, golf course or pool. They are places where neighbors come together, families share meals, and children grow up.

Elks invest in their communities through programs that help children grow-up healthy and drug-free, by undertaking projects that address unmet need, and by honoring the service and sacrifice of our veterans.

The charitable arm of the Order, the Elks National Foundation, will invest more than \$21.7 million this year in Elks communities.

Find out more at www.elks.org/enf.

BACKGROUND

THE ELKS “HOOP SHOOT”[®]

The Elks National “Hoop Shoot”[®] Free Throw Contest is one of the largest and most visible Elks youth programs and highlights the Elks commitment to our nation’s youth. Nearly 3 million boys and girls between the ages of 8 and 13 will participate this year.

From the millions who participate, six champions are named—one boy and one girl—in each of three categories: ages 8 to 9; 10 to 11; and 12 to 13. The winners receive a trophy and their names are inscribed at the Naismith Memorial Basketball Hall of Fame in Springfield, Mass.

The competition to become a champion is tough. At each level contestants take a total of 25 free throws. National finalists average around 90 percent.

Families participate with contestants throughout the competition. The parents of finalists on the state, regional and national levels attend the competitions as guests of the Elks.

The Elks “Hoop Shoot”[®] has been effective not only in developing champions, but character as well. Educators and parents have endorsed the program. One parent wrote, “It teaches a person how to win in good grace and how to accept the moment of defeat without bitterness.”

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