



50th Anniversary of Probus

Guide on how to source local media coverage

This guide is designed to help Probus clubs confidently share their 50th anniversary celebrations with local media. You do not need media experience - just follow the steps below.

STEP 1: DECIDE WHAT YOU'RE SHARING

Local media are most interested in local people and local stories. Before contacting media, confirm:

- How your club is celebrating the 50th Anniversary (meeting, function or outing)
- When and where it's happening
- Who can speak on behalf of the club (usually the President)

You do not need a large event - even a morning tea or lunch is newsworthy at a local level.

STEP 2: IDENTIFY LOCAL MEDIA OUTLETS

Start with:

- Local newspapers (print and online)
- Community radio stations
- Local TV news (regional bulletins)
- Council or community newsletters
- Local online news or Facebook community pages

Tip: Search "[Your suburb/town] news" or "[Your suburb/town] radio station"

Create a simple list of:

- Media Outlet name
 - Email address
 - Contact name (if available)
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STEP 3: PREPARE YOUR MATERIALS

You will need:

- The Club Media Release Template (customised for your club)
- 1–2 photos (if available)
- A contact name and phone number

Photos can be:

- A group photo of members
- A past club event
- A small group enjoying an activity

Phone photos are fine - just ensure they are clear and well-lit.

STEP 4: SEND YOUR MEDIA RELEASE

When to send

- Ideally 2–3 weeks before your event
- Best days: Tuesday, Wednesday or Thursday
- Best time: Morning (before midday)

How to send

- Email the Media Release in the body of the email
- Attach photos separately (if available)

Suggested Email Subject Lines

- “Local Probus club celebrates 50 years of community connection”
 - “Community group marks 50-year milestone in [SUBURB]”
 - “Local club celebrates 50 years of friendship and connection”
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STEP 5: WHAT TO SAY IN YOUR EMAIL

You can keep your email short and friendly.

Example email:

Hello,

We’re a local Probus club in [SUBURB] and are celebrating Probus’ 50th anniversary with a community event on [DATE].

I’ve included a short media release below and would be happy to provide photos or arrange a chat if of interest.

Kind regards,

[NAME]

[PHONE NUMBER]

STEP 6: FOLLOW UP (OPTIONAL BUT HELPFUL)

If you haven't heard back:

- Wait 3–4 days
- Send one polite follow-up email

Example:

Just following up on the media release below in case it may be of interest.

If there's no response after that, move on - this is normal.

STEP 7: IF MEDIA SAYS YES

If a journalist responds:

- Confirm who will speak (usually the President)
- Share event details clearly
- Keep answers simple and conversational

Use the [Key Talking Points](#) document for support.

If media requests a national media comment → refer them to our PR agency The Creative Collective: 07 545 11315 + admin@thecreativecollective.com.au

STEP 8: IF MEDIA ATTENDS YOUR EVENT

On the day:

- Welcome them warmly
- Introduce them to your spokesperson
- Allow them to speak to members if they wish
- Avoid political or sensitive topics

Afterwards:

- Send a thank-you email
 - Share any published coverage with Probus head office (our media monitoring service may also pick this up organically but in case it misses it, we'd love to hear from you).
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STEP 9: IF MEDIA DECLINES OR DOESN'T RESPOND

That's okay - you still have great options:

- Share photos and a short post on social media
- Submit content to council or community newsletters
- Post in local Facebook community groups

- Share with friends, family and supporters

Every bit of visibility helps.

TIMING & SENSITIVITY NOTE

If major news events occur i.e. bushfires

- Avoid overly celebratory language
- Focus on community, connection and people
- Delay sending by a few days if needed

There is no “wrong” time - flexibility is fine.

FINAL TIP FOR CLUBS

Local media love real people and real stories. You don't need perfection - just authenticity.

NEED HELP?

If you're unsure at any stage, refer to the information provided in the Media Releases and Key Talking Points document, or contact the PSPL Team.