

PAROUT GOLF THE GAME

Learn the
basics to
pitch like a
pro!



Media Guide

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COMMUNICATIONS

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Target Audience: Golf enthusiasts

Key Message: Even when you can't make it out to the course, Par Out Golf will satisfy your need to hit the green whether it's between meetings, on business trips or on the rainiest of days. This fun, challenging game is like having your own personal practice course available whenever you want, wherever you are!

Target Audience: Golf amateurs

Key Message: Learn the basics of golf through factual, fun and easy-to-play Par Out Golf. A few rounds on our 18 diverse courses will leave you wanting more and ready to take on the real deal!

Target Audience: Parents, educators and after-school programs in any educational field

Key Message: Par Out Golf is an innovative and entertaining way to improve hand-eye coordination, while learning the basics of golf. This game is so enjoyable, the kids won't even realize they're also improving their motor skills.

Target Audience: Families with children

Key message: Par Out Golf invites the entire family out onto the green. This fun, educational and nontraditional game is perfect for all ages. From little juniors to big seniors, Par Out Golf is sure to entertain and educate, while providing fun and family time.

Target Audience: Travelers

Key Message: Par Out Golf is a fun, compact, mess-free and easy way to entertain yourself or the family while traveling.

- Par Out Golf comes with the complete package of materials needed to play.
- A top-bound spiral notebook keeps everything in place and allows for easy passing among players.
- The slim design allows for Par Out Golf to be carried anywhere, including in a plane, train, bus or car.
- Mentally stimulating, Par Out Golf will keep you and the kids occupied during long, drawn-out trips.





Target Audience: Supporters of sustainability/recycling

Key Message: Par Out Golf's sustainable design entertains players while reusing materials. Par Out Golf is environmentally-friendly in three ways:

- Par Out Golf features a laminated game board.
 - Par Out Golf combines aspects of a game board and an activity book. This game board can be used for unlimited rounds, unlike most paper activity books. The laminated surface also leads to less waste than single-use activity books.
- Each game of Par Out Golf comes with four wet-erase markers.
 - This allows four players to hone their golf skills through many rounds. The erasable markers will last through hours of play if recapped. To clean the game board players just need a splash of water. No chemical cleaners are needed, which is healthier for the players and the environment.
- Players can reinvent Par Out Golf.
 - The game board courses can be altered to create new challenges. Players can add obstacles to make holes more difficult. Par Out Golf's flexibility keeps players interested longer than an average game. Using one copy of Par Out Golf in many different ways limits the need for other games, which conserves resources.





A fact sheet is a list of important information about an organization or event. It provides the history and goals of an organization, including when and where it was founded. A fact sheet is designed to be a quick read and provide basic information about a specific topic. Fact sheets can be created about many subjects, depending on the target audience you would like to reach.

A fact sheet typically covers the basic questions of who, what, where, when, why and how in a bulleted fashion. This piece should present the strengths of an organization and state its mission.

A fact sheet should typically accompany a news release every time it is sent to the media.





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PAR OUT GOLF GENERAL FACT SHEET

TEE OFF

Par Out Golf is an interactive 18-hole board game.

The laminated game board comes with four wet-erase markers for easy cleanup and reuse.

Swing the pen anywhere! Take Par Out Golf on business trips or road trips with the kids. Sit down and learn the basics of golf or sharpen your hand-eye coordination. It has a function for everyone.

SWING THE MARKER

Players memorize the course, close their eyes and use a marker to trace their stroke.

Points are added by the number of strokes, and how many hazards the player hits during their turn. Obstacles like trees and rocks set you back if struck.

PAR OUT PERKS

Par Out Golf utilizes the rules of golf, teaching beginners how to play or providing seasoned players with practice time.

The game actively trains hand-eye coordination, memory and motor skills.

As a top-bound spiral notebook, Par Out Golf is compact and portable, making it ideal for travel.

GIVE PAR OUT A SHOT

Visit Par Out Golf's Web site at www.paroutgolf.com to learn more and purchase the game.

Par Out Golf was released by Back Nine Publishing in 2007. Mike Martin conceptualized the game, while Philip Boden created the illustrations and layout of the finished product. The game has small-town roots in Chico, Calif., where it is distributed by local businesses.



A news release is a communication tool that informs the media of an upcoming newsworthy product, event or issue. The news release is meant to be sent to newspaper editors in order to receive print coverage. It should include the phone number and e-mail of the media contact for the product, event or issue so writers and reporters will know who to contact with any questions.

A news release also includes any other information that may be helpful to a reporter, such as quotes or facts. It should end with a boilerplate, which is a paragraph with background information about the organization. A boilerplate is provided as the last paragraph in the sample news release.

When writing a news release, it should begin with a dateline, stating the city where the event will take place. The first paragraph, also called the “lead,” should be one sentence summing up the most important facts and details about the event or issue. The lead should be no more than 30 words. The rest of the news release should be written in the form of an inverted pyramid. This means the most important information should be first and the least important information should be last. At the end of the news release, insert three pound symbols (###) in the middle of the page to signify the end of the news release.

It is important to remember to use language all readers will understand and to stick to the topic of the news release. Paragraphs typically are not more than three or four sentences long. The news release should be kept to one page in length.

When trying to get coverage for a new product, the news release should be tailored to the publication’s target audience or genre, for example travel, sustainability or family fun. By positioning your product to relate to the publication’s audience and/or genre, your chances for inclusion are greater.





CONTACT:

Name

Phone number

Street address

City, State, ZIP

FOR IMMEDIATE RELEASE

(Place date of release here)

A CLEAR HEADLINE TELLS THE EDITOR WHAT THE RELEASE IS ABOUT

CITY, State—The lead should be one sentence summing up the most important facts and details about the release. It should be no longer than 30 words and should catch the reader's attention.

A news release is double-spaced, using size 12-point font. The news release should be written in the form of an inverted pyramid. This means that the most important information should be first, the least important information should be last. Do not use a font that is difficult to read.

Use language all readers will understand and stick to the topic of the news release. Paragraphs typically are not more than three or four sentences.

A news release should be sent to the media approximately two weeks prior to an event or within the lead time provided for inclusion in a publication.

The news release should end with a boilerplate, which is a paragraph with background information about the organization. The following is a sample boilerplate:

Par Out Golf was released by Back Nine Publishing in 2007. Mike Martin conceptualized the game, while Philip Boden created the illustrations and layout of the finished product. The game has small-town roots in Chico, Calif., where it is distributed by local businesses.

###

(Signifies the end)





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FOR IMMEDIATE RELEASE
(Place date of release here)

PAR OUT GOLF, THE ON-THE-GO BOARD GAME PERFECT FOR TRAVEL

CHICO, Calif.— Par Out Golf is an innovative, mess-free board game that can be transported in backpacks or briefcases as on-the-go entertainment during long car rides or delayed flights.

The four wet-erase markers serve as golf clubs while the players memorize the course, close their eyes and trace their stroke. The number of strokes and how many hazards or obstacles the player hits during his or her turn adds points. Get in practice time with the swing of your pen and show your golf buddies up on the green.

A lightweight, slim, top-bound spiral notebook keeps everything in place and easily allows for passing it around among players.

Entertain yourself during long business trips or keep the kids occupied while traveling to a vacation destination. Par Out Golf is perfect for any space or place.

Par Out Golf was released by Back Nine Publishing in 2007. Mike Martin conceptualized the game, while Philip Boden created the illustrations and layout of the finished product. The game has small-town roots in Chico, Calif., where it is distributed by local businesses and online at www.paroutgolf.com.

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FOR IMMEDIATE RELEASE
March 8, 2009

PAR OUT GOLF PROVIDES SUSTAINABLE ENTERTAINMENT

CHICO, Calif.—Par Out Golf, a reusable innovative board game, allows players to enjoy a portable round of golf in a sustainable way with its laminated surface and wet-erase markers.

The game challenges up to four players to close their eyes and trace their way along illustrated holes of golf. Par Out Golf combines aspects of board games and activity books to provide sustainable entertainment.

Each game set contains a top-bound spiral book of laminated pages and four wet-erase markers. While the game uses paper products in its initial production, it can be reused countless times.

Unlike normal one-time use activity books, Par Out Golf lets players alter the holes and reinvent the game. Players can add hazards, such as sand traps, or obstacles, such as trees.

Players can enjoy Par Out Golf multiple times because it uses wet-erase markers. These long-lasting markers can be erased from the game board with a dab of water. The game protects the environment by not using harsh chemicals for cleaning.

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The first impression you make on a reporter when pitching is in the e-mail subject line. Be SURE to include an interesting subject line each time you send an e-mail pitch, it is the key to getting your e-mail opened and read.

E-mail subject line: Golf from home, kids love it!

Hi John Doe,

Opening line should include evidence that you know who the reporter is and the type of pieces they write.

I read your article last week about the importance of children learning new sports and I really agree with your point of view. *Introduce your product/reason for contact.* I wanted to bring to your attention a new product that incorporates learning the game of golf in a fun and non-traditional way.

Tell the reporter what you're talking about.

Par Out Golf is like a board game, but has much more to offer. While competing through the 18 holes, players learn the rules and basics of golf. Par Out Golf can be enjoyed by golf enthusiasts and newcomers alike. I guarantee you've never seen a game like this.

The call to action.

Interested? Feel free to drop by our Web site* to get a better idea of how this innovative game is played*. Want first hand experience? We'll happily send you a product sample.

I look forward to hearing your thoughts about Par Out Golf. I can always be reached at name@email.com or by phone at 123-456-7890 to answer any questions you might have.

Thank you for your time,

Philip Boden/Mike Martin

E-mail address

Phone number

Web site

*(*interactive links... no need to include this note in your message!)*





Sample Pitch Content

Here are “nine hole” reasons Par Out Golf is perfect for summer traveling:

It's a hole-in-one

Par Out Golf is a reusable, spiral-bound board game complete with wet-erase markers and 18 rounds of engaging fun.

The Perfect Caddy

The challenging, diverse courses entertain children ages 5 and up, helping to lift some weight off your shoulders on a hot summer trip.

Three ways to learn

Par Out Golf teaches the basics of golf, improves hand-eye coordination and encourages creativity and imagination.

FORE!

Watch out, you might find all of your children actually playing together! The game can be played alone or with up to four people.

Take 5

No need to skip a beat to compete. Unlike traditional board games, you can resume play anytime and anywhere without the hassle of picking up the pieces.

Six ways to play

Bored of the traditional method? No problem. Par Out Golf provides five additional variations of play.

Love golf?

Even when you can't make it out to the course, Par Out Golf will satisfy your need to hit the green.

Picture this

With your eyes closed and a steady wrist, dodge the trees, sand traps and water obstacles in search of a hole-in-one.

\$19.99

The affordable cost of an original, hassle-free summer travel game.





Follow Up

If you send materials to the media, then you need to follow up with a phone call no more than 24 hours later.

Be Truthful

If a media representative asks you a question and you don't know the answer, tell them you do not know but will find it before deadline. Ask when would be a good time for you to call back with that information.

Be Prepared

You never know what a media representative will ask you. Review your facts.

Respond in a Timely Manner

Media are extremely busy and constantly working to meet a deadline. Be sure to respond quickly, through their preferred form of communication (phone, e-mail, etc.) and at a time that works well for them.

Direct Media Inquiries to the Representative

If you are holding an event, make sure everyone else at the event knows to tell reporters whom to speak with for any questions they might have.

Be Confident

You know your organization. When talking to reporters, be sure to highlight the best parts of your organization.

Speak Clearly

Reporters are trying to remember what you say, form new questions and write down your answer all at the same time. Speak slowly and clearly to be sure you aren't misquoted. Think about what you say before you say it so you have the ability to articulate yourself. If you feel there is a discrepancy, repeat yourself. Remember that your exact words are what will be printed.





Look Presentable

As the leader of your organization, you need to look professional. If you know you are going to be on camera, wear solid colors. Avoid wearing stripes and designs, which look different on television than in real life, and avoid white, which washes out a person's skin tone on camera.

Stick to Key Talking Points

Key talking points are relevant to the event or issue being discussed. Be sure to review the key messages—you have only a few seconds to get your point across, so stay on one topic and sell it.

Be Professional

Your organization will remain credible if you are professional and reporters are able to contact you when they need information.

