

Horse Sport Ireland - Press Dissemination



October 20th 2016

Horse Sport Ireland, the National Federation (NF) for Equestrian Sport in Ireland, has undertaken a review of its Press Dissemination document.

Horse Sport Ireland currently provides comprehensive media coverage of Irish Equestrian Sport and produces a level of media content equal to that produced by any National Federation around the globe.

In 2016 to date, Horse Sport Ireland had over of 530 riders competing in more than 420 different FEI international shows and events across 32 countries. This accounts for more than 5,800 international FEI competition entries made through HSI so far in 2016. (as of October 4th 2016)

With a huge increase in the amount of weekly Irish international entries compared to when the previous dissemination document was drafted, HSI are receiving feedback that we are on occasion sending out too many press releases to the general media and that it is then difficult for them to decipher what results are the most significant. We are also getting feedback that we are sometimes posting too frequently on social media. As a result Horse Sport Ireland needs to be more selective in the amount of coverage we produce, whilst also continually seeking new ways to gain increased media attention.

Please see below the strategy to be implemented on December 1st 2016 . All suggestions and recommendations made via email to pr@horsesportireland.ie in advance of this date will be considered.

Our aims are: • increased coverage for our sport • keeping those who are already fans of the sport up to date • ensuring that all riders are treated equally

Level 1 Press Release & Social Media	Show Jumping <ul style="list-style-type: none">➤ Top 4 in a Super league NC➤ Top 2 in a Promotional NC➤ Individual Senior Championship top 10➤ Medal in an Underage Championship Show Jumping - Grand Prix <ul style="list-style-type: none">➤ Top 6 in a 5* GP➤ Top 3 in a 4* GP➤ Win in a 3*/2* GP Eventing <ul style="list-style-type: none">➤ Top 3 in an Eventing NC➤ Top 15 in a CCI4*➤ Top 3 in a CCI3*➤ Win in a CIC3*	
---	---	--

	<p>Dressage Top 10 in a 4*/5* GP, win in 3* GP, or breaking a national record</p>	
<p>Level 2 Social Media Only</p>	<p>Show Jumping - Grand Prix</p> <ul style="list-style-type: none"> ➤ 7th to 10th in a 5* GP ➤ 4th or 5th in a 4* GP ➤ 2nd or 3rd in a 3* GP <p>Show Jumping World Ranking Classes (1.45m or above)</p> <ul style="list-style-type: none"> ➤ Top 6 in any class at a 5* show ➤ Top 3 at a 4* show ➤ Win at a 2*/3* show ➤ Win in a Puissance at a 3* show and above ➤ Win in a Six Bar at a 3* show and above <p>Show Jumping Championships</p> <ul style="list-style-type: none"> ➤ 4-10 in an Underage Championship ➤ Places 11-20 in a senior championship <p>Underage FEI SJ</p> <ul style="list-style-type: none"> ➤ Pony / COH/Yr/Jr/ U-25 – International Class Win ➤ Top 3 in an underage GP ➤ Top 3 in an underage Nations Cup 	<p>Eventing</p> <ul style="list-style-type: none"> ➤ Places 11-20 in a CCI4* ➤ Places 4-10 in a CCI3* ➤ Places 2-6 in a CIC3* ➤ Win in a CCI2* <p>Underage FEI Eventing</p> <ul style="list-style-type: none"> ➤ Win in an underage class <p>Dressage</p> <ul style="list-style-type: none"> ➤ Top 20 at a 5* show ➤ Top 15 at a 4* show <p>Underage FEI Dressage</p> <ul style="list-style-type: none"> ➤ Win in an underage class

Notes:

1. While Horse Sport Ireland makes every effort to follow the results of all Irish international/FEI entries made through HSI, it is not possible to follow all show results live all of the time. If a rider achieves a result that they believe merits coverage in line with the set criteria, they should email the HSI Press Office pr@horsesportireland.ie. This email address can also be used to forward on photos or links to video's, which, subject to being of high enough quality, may be used on the HSI website and/or social media. * Note - It is the responsibility of the person sending on photos and video's to assure they meet all copyright and usage rights.
2. All Irish riders wishing to compete at an international show/event must be entered into that event via the FEI Database platform. Horse Sport Ireland makes all international entries for Irish riders competing worldwide. Only riders who enter through Horse Sport Ireland will have their results tracked.