

PR INSIGHTS

The 2025 Global Runner Survey release by Running USA showcased some of the most compelling data about our sport today! This includes unique communications and PR insights that event organizers should take note of. Our team at Treat Public Relations wants you to be able to make the most of these unique insights, providing ideas for actionable next steps you should consider for your endurance event!

In addition, we've compiled data from other reputable public relations and marketing reports that pros like us look to for strategic guidance. Together, these data points and recommendations will power up your PR plans for your next race.

HIGHLIGHTS FROM RUNNING USA'S 2025 GLOBAL RUNNER SURVEY

57.4% of respondents agreed that race reputation factors into their race decision - up slightly from last year's 56%.

More than ever, it's critical to have a proactive PR strategy focused on cultivating the reputation you want for your race. The first step is envisioning that ultimate goal: what do you want to be known for? From there, set SMART objectives that will show you that your race's reputation is headed in the right direction.

Only 14.4% of respondents reported that they value a race's social media presence - down from 24% in 2024.

Let's be clear: social media is still a critical medium for communications. Your participants will look to it for key race details, customer service and to ensure your race is legitimate before registering. The key takeaway here is that you don't need tons of followers to get folks to register. Use social for pre- and post-race communications, rather than just sales.

More than 75% of respondents said they valued quality, frequency and timing of event communications.

Now is the time to audit your race communications: What are you sending out? Where are you sharing it? When do you distribute it? Who is it for? Why are you sending this message? How can you make that message clearer? Design a system with the goal of reducing questions that participants have, and that leads to greater satisfaction!

59.3% of respondents find the events they participate in through Google and other search engines.

While this may seem more like SEO than PR, consider this: every time you earn media coverage at the local, trade or national level, you're contributing towards more positive rankings in search engines. In addition, AI searches are learned from media hits and owned content like press releases. How much publicity you earn will boost where you land in searches!

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So, the data from the Global Runner Survey has you rethinking your PR approach. What are some best practices you can adopt when reaching out to media? Insights from Muck Rack's State of Journalism report can give you some clear clues on how to proceed – just like the PR pros would!

HIGHLIGHTS FROM MUCK RACK'S 2025 STATE OF JOURNALISM

84% of journalists say PR pros inspire at least some of their stories.

Media coverage doesn't just come out of thin air. The vast majority of reporters are looking to learn about local events, compelling stories and how organizations are impacting the community. If you've been hoping that you'll be ranked as a top race or have the local news station show up to your race, know that it rarely happens spontaneously. Be prepared to reach out and toot your own horn!

Only 3% of journalists report always receiving pitches that match what they cover. 47% say they get relevant pitches seldom or never.

The easiest way to ensure that your outreach to a news source is successful is to ensure that the journalist or outlet will truly care about your story. Be sure to research the journalist, check out what they've covered recently and consider whether they'll care about this story. If they won't, keep looking!

62% of journalists prefer to be pitched via direct email. 69% prefer that pitches be under 200 words.

You don't need to send fancy swag boxes or hire a skywriter. Gaining a journalist's attention is as simple as sending them a quick email. We do mean quick. The best pitches are short, do not include attachments and feature three defining moments: the attention getter that pulls them in, the details that show why it's relevant and the ask for coverage.

While most don't care what day of the week you send a pitch, 78% do prefer that it is sent before noon. 50% recommend that you follow up just once in the week after sending.

Some PR pros used to fear sending pitches on certain days of the week. The data shows that the actual day is not as critical. In fact, the main advice is to send your pitch in the morning! Factor in the journalist's time zone. Messages sent to media later in the day may go unnoticed.

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