

Using Rotary District 5520 Public Relations Templates

Informing our communities about our Rotary club activities is an easy, effective way to increase the visibility and positive image of our clubs. For your convenience, we have created a number of media release templates that can be adapted to your club.

The highlighted areas (in red) need to be changed to reflect your club activity details. Then select all type and make it black before resaving the file.

The release can then be emailed or hand-carried to your local newspapers, radio/TV stations and cable outlets. Media usually appreciate email delivery since they do not have to retype the story to use it. Check with your local media to see what format they would like to receive. They may want your story as an attached Microsoft Word document, or may prefer you to copy the text and paste it into an email.

Make sure to deliver the media release well in advance of an activity if possible to allow media the chance to schedule and to contact you with any questions.

If you have photos of the activity or participants, many newspapers will run them with the release. Remember, the media release is merely a sample and can be modified or changed as needed. Feel free to use the media letterhead or create your own.

You may want to explore the following link to get further ideas on how to inform your community:

<http://www.rotary.org/en/members/runningclub/InformingTheCommunity/Pages/ridefault.aspx>