

Guide for Template News Release

Congratulations! Your event presents an excellent opportunity for showing Rotary's impact and value in your community.

To help you connect with your local media to secure coverage of your event, a template **News Release** is available for you to adapt with relevant information about your event and project. The purpose of the template is to help you get started and provide guidance on broader messaging.

As you will see, there is bracketed text within the document that indicates where your local information can be included, but you may adapt sections of these materials as you feel appropriate.

Here are a few tips for connecting with your local media:

- Recommend one be designated as the point of contact for the media, and who would send the **News Release**, respond to inquiries, and offer and arrange relevant interviews with spokespeople.
- When possible, link your project and story to current events, trends, or observances.
- Connect with each journalist individually via email with an introductory note and send the **News Release** by pasting it below the body of your message rather than sending it as an attachment.
- Please remember to include the designated media contact information with email address and phone numbers as indicated in the template.
- I suggest distributing the **News Release** to mainstream media in your market (TV, Radio, major daily newspapers, community media, magazines, etc.), but also try to target reporters that cover related topics your project is addressing.
- In terms of timing, it's best to contact media one week ahead of the event by email and then follow up two days ahead of the event.
- When editing the **News Release**, please remember to remove the brackets and ensure consistent formatting and fonts throughout the document.

After the event, you might want to keep in touch with reporter that covered it and provide updates on future project milestones or invite them to hear future club speakers on the topic.