



The Rotary Centers for International Studies in peace and conflict resolution

1. Send out a press release

The best applicants are in your own community. A press release will allow you to target the maximum amount of people with minimal effort. You can send press releases to both print and online local news sources.

Create a localized press release

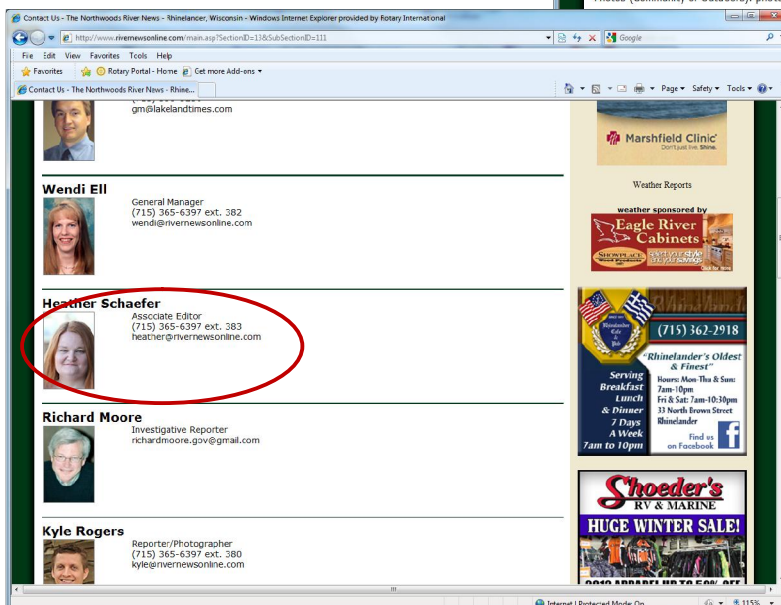
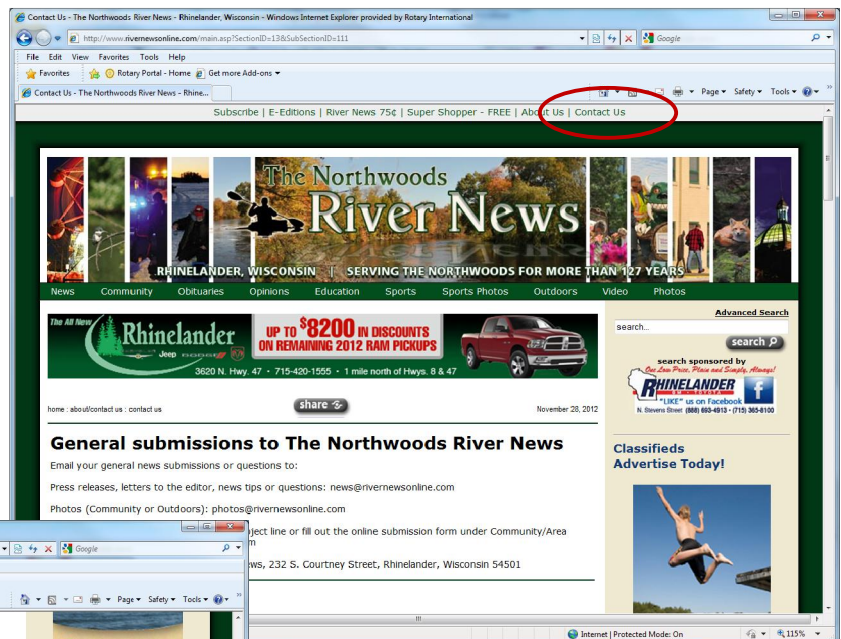
Press release templates for announcing the Rotary Peace Fellowship are available in all Rotary languages. Email Niki Fritz, Rotary Peace Centers Coordinator, at niki.fritz@rotary.org for the template. You can localize your press release by adding your club or district's specific deadlines, contact information, information about past Peace Fellow alumni from your district or even a quote from local alumni or Rotary representatives.

Community newspapers particularly like information about local residents; if your district has an alum make sure to include that information.

Send to local news sources

Figuring out where to send a press release can be the most challenging part of sending a press release. Luckily most newspapers and news sources have online directories and submissions. If you don't know the direct email of your local newspaper or news source, you can find it online!

- Find your community newspaper's website. Usually on the top or bottom of most websites is a "Contact us" link.
- Often the newspaper will have a general email for submission of community news.
- If you cannot find a general email for community news or press release submissions, search for the staff member responsible for community news. Often times this is the community news editor, the lifestyles editor or in small papers the managing or associate editor.



- It is always best to have a direct email to send a press release to. Make sure you include your accurate contact information in the press release in case the paper has questions.
- You can also send your press release to local community blogs or TV stations by searching online for the correct email address.