

**PUBLIC IMAGE:**  
**How to Write a Press Release**  
**and other PI tips!**

**Chrissy Casilio-Bluhm**  
**Rotary Club of Clarence**  
**PI Chair – US Side, District 7090**

# **Why Public Relations?**

# **PUBLIC RELATIONS**

Free

# **PUBLIC RELATIONS**

Newspaper Ad

**\$100 - \$1,000+**

# **PUBLIC RELATIONS**

Forming relationships

# **PUBLIC RELATIONS**

Helps with growth

# **PUBLIC RELATIONS**

Helps with growth

**Membership, Fundraisers, etc.**

# **PUBLIC RELATIONS**

## **When to send:**

Events (Before and After)

Awards

Installations/New Hires

Milestones/Special Celebrations

Distinguished Guests

**NOT CHECK PRESENTATIONS**



**Listening.**

# **Listening.**

**The power of listening should not be underestimated.**  
In business, it can mean success or failure. It's how you listen to your customers, the community, the competition, and your employees. It's how well you listen to what they are saying, and adjusting your communication based on what you hear.

# **PUBLIC RELATIONS**

**Audience:**

Media

Customer (Community Members)

# **PUBLIC RELATIONS**

Journalist and Customers...

Instant Communication

# PUBLIC RELATIONS

## Suffer from Time Poverty

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	1 BUSY!	2 BUSY!	3 BUSY!	4 BUSY!	5 BUSY!
6 BUSY!	8 BUSY!	9 BUSY!	10 BUSY!	11 BUSY!	12 BUSY!
13 BUSY!	15 BUSY!	16 BUSY!	17 BUSY!	18 BUSY!	19 BUSY!
20 BUSY!	22 BUSY!	23 BUSY!	24 BUSY!	25 BUSY!	26 BUSY!
27 BUSY!	29 BUSY!	30 BUSY!	31 BUSY!		

*Help!*



# PUBLIC RELATIONS

Habitual



# **PUBLIC RELATIONS**

Selfish...rightfully so!



# **PUBLIC RELATIONS**

Where do you fit in?

**MEDIA**

# MEDIA



THE BUFFALO NEWS

# MEDIA



THE BUFFALO NEWS



**BUFFALO SPREE**  
*The Magazine of Western New York*

# **MEDIA**



**Local**

**1-2 Reporters**

**Mini Buffalo News**

**Feel Good**

**MEDIA**

**THE BUFFALO NEWS**

# MEDIA

## THE BUFFALO NEWS

### Contact Us

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<a href="#"><u>Photo/Video</u></a>	<a href="#"><u>Web</u></a>	<a href="#"><u>Advertising</u></a>	<a href="#"><u>Circulation</u></a>	<a href="#"><u>Classified</u></a>	<a href="#"><u>Library</u></a>

# **MEDIA**

500-1,000 Press Releases **per day...**



# **MEDIA**

500-1,000 Press Releases **per day**...

...in addition to regular news

**MEDIA**

**Journey of your Story...**

# **MEDIA**

## **What's best for the Reporter**



# MEDIA

What is best for the Publication...



# **MEDIA**

**What else is in the news...**

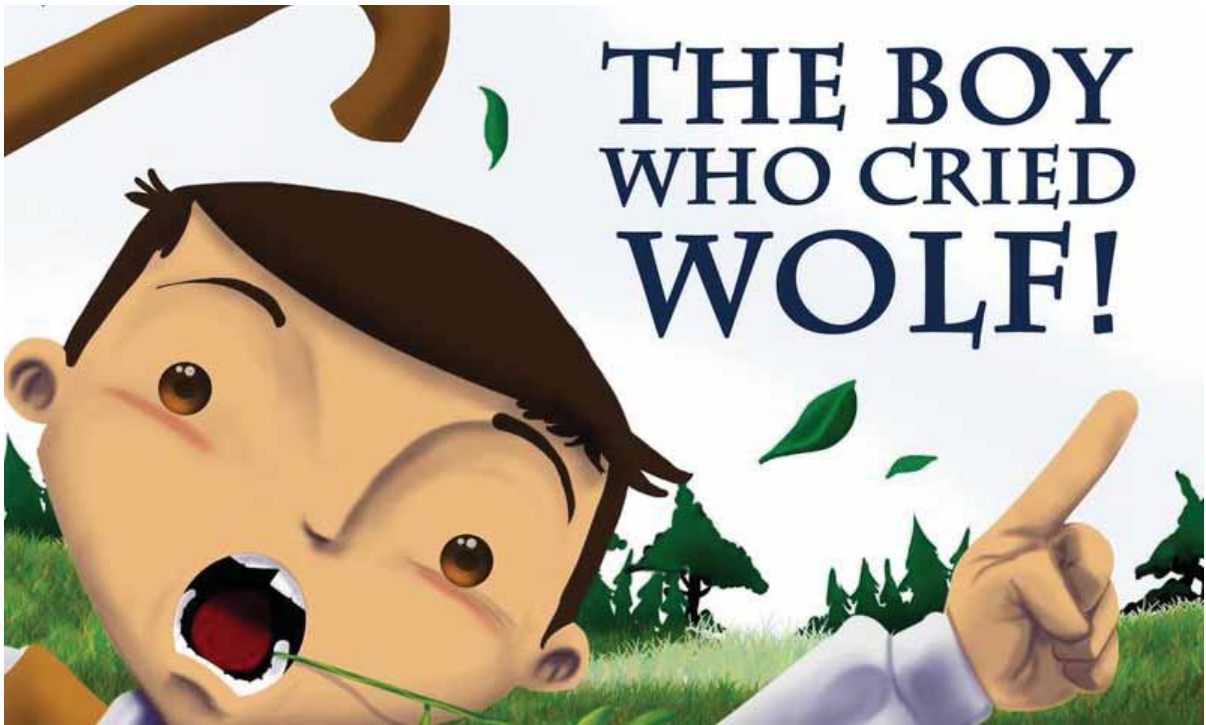


**MEDIA**

**TAKE ADVANTAGE OF THIS!**



# MEDIA



# **MEDIA**

Make it relevant to the publication



# **MEDIA**

Make it easy for the journalist

# **MEDIA**

**Make it easy for the journalist:**

# **MEDIA**

**Make it easy for the journalist:**

- Write the headline**

# MEDIA

## **Casilio-Bluhm becomes youngest Clarence Rotary president**



**Clarence, NY** – Chrissy Casilio-Bluhm of Clarence, NY has been elected President of the Clarence Rotary Club. She will be the 3<sup>rd</sup> female President in the club’s 55-year history, and is the youngest President to hold this position. Her term will begin starting July 1, 2015 with an installation ceremony on Thursday, June 25<sup>th</sup> at Brookfield Country Club.

Casilio-Bluhm has been a Clarence Rotarian since 2009, and has previously served on every executive board position. During her tenure with the club, she established a social media program that has been recognized as one of the strongest programs in Rotary District 7090, which consists of over 60 clubs. Her social media program has also played a key role in selling out the club’s two largest fundraisers, Lobsterfest at the Porsche Raffle – which collectively raises about \$100,000 for the club and the club’s Foundation each year.

# **MEDIA**

**Make it easy for the journalist:**

- Write the headline**
- Write the story in it's entirety**

# MEDIA

## **Casilio-Bluhm becomes youngest Clarence Rotary president**

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Casilio-Bluhm has been a Clarence Rotarian since 2009, and has previously served on every executive board position. During her tenure with the club, she established a social media program that has been recognized as one of the strongest programs in Rotary District 7090, which consists of over 60 clubs. Her social media program has also played a key role in selling out the club's two largest fundraisers, Lobsterfest at the Porsche Raffle – which collectively raises about \$100,000 for the club and the club's Foundation each year.

In addition to the social media program, Casilio-Bluhm spearheaded the club's first Open House this past April, which has led to five new members joining the club. She also played a key role in re-energizing the Clarence High School Interact Club, which is the High School chapter of their organization, and has grown to over 25 members within it's first year.

Casilio-Bluhm is a third generation Clarence Rotarian. Her father Pat Casilio Jr. and Grandfather, Pat Casilio Sr. were both members of the club, and both previously served as President.

In addition to her service as President, Casilio-Bluhm also serves as the Chair of Public Relations for the US Side, for Rotary District 7090. She also is a Board of Director for New Directions, a non-profit that serves WNY Children in need, and she is an active member of the Clarence Chamber. She is also the founder and owner of Casilio Communications, a full-service marketing and advertising firm that serves small to mid sized businesses in Western New York and across the North East.



# **MEDIA**

**Make it easy for the journalist:**

- Write the headline**
- Write the story in it's entirety**
- Include the contact information**

# **USER - MEDIA**

**Make it easy for the journalist:**

- Write the headline**
- Write the story in it's entirety**
- Include the contact information**
- Include a photo!**



# MEDIA



# MEDIA

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... in Kegan Huffer of Clarence as she purchases  
... during a visit to the Clarence Hollow Farmers  
... Market on Saturday

Photo by Jeff Greenleaf  
Published online photos at www.fox42.com

## Casilio-Bluhm becomes youngest Clarence Rotary president

Clarence resident Chrysi Casilio-Bluhm has been elected president of the Clarence Rotary Club. At 28, she will become the youngest person to hold the top position in the 55-year history of Clarence Rotary — and the third woman.

She will be installed during a ceremony on Thursday night at Brookfield Country Club. Her one-year term will officially begin July 1.

Casilio-Bluhm is a third generation Clarence Rotarian. Her father, Pat Casilio Jr., and grandfather, Pat Casilio Sr., were both members of the club and both previously served as president.

"It is truly an honor to serve as president of the Rotary Club, and continue the tradition for both my family and the club to perform service above self," Casilio-Bluhm said in a press re-

lease. "I'm humbled to be leading an organization that has such a strong tradition of giving back to the Clarence Community."

Casilio-Bluhm has been a Clarence Rotarian since 2009 and previously served on every executive board position. During her tenure with the club, she established a social media program that has been recognized as one of the strongest programs in Rotary District 7090, which consists of more than 60 clubs. Her social media program has also played a key role in selling out the club's two largest fundraisers, Lobsterfest

(Please turn to page seven)



Casilio-Bluhm

**1791**

**SUPERIOR**

- Free Estimates
- No Money Down until job is completely done





**DO'S & DON'TS**



**DO**

**ALWAYS INCLUDE A PICTURE!**

DO

CLARENCE  
**THE SUN**  
PUBLISHED WEEKLY BY CLARENCE PAPER OF WNY, LLC

WEEKEND FORECAST  
FRI SAT SUN  
69/78° 69/77° 69/77°

DONATE TO THE TEACHER'S  
DESK AT FARMER'S MARKET  
PAGE 3

WINS OVER  
NSCHIDLE

VISIT US ONLINE AT WWW.CPOWNY.COM

SATURDAY, JULY 18, 2013

### Bus' for pols in need

Christian look at 1 year anniversary,"  
Alida he said. As a substitute  
teacher, he taught middle  
school the Buffalo Public School  
District as well as Saint  
Gregory the Great School  
in Westmoreland.  
But Alida wanted more  
time. He wanted to spend more  
time with his wife and three  
children.

See "Amberleigh"  
on Page 3.

### hosts picnic

preparation for the owners  
of they will be able to stay  
in the area and participate  
in the family activities that  
they love," said Linda Carter,  
director.

See "Pinside"  
on Page 4.

## Clarence Rotary Club installs new members



Four new members were installed into the Clarence Rotary Club on July 10. From left: Jim Kolben, Anne Guame, Club President Chrissy Castillo-Blahen, Sue Davidson and Mike Adolf.

By Alicia Greco  
THE SUN EDITOR

ful of members each year." This was one of the first times in recent club history that multiple people were to become a new member of such an organization. "We're all coming together for the greater good."

**DO**

Label your pictures!

**DO**

Publish the story on your own forums!

# DO

 **Clarence Rotary Club with Sue Martini-Davidson and Chrissy Casillo Bluhm**  
Published by Chrissy Casillo Bluhm 11h · July 10 · 🌐

Today we welcome four new members to our club! From Left to right: Jim Kolber, Anne Guame, Club President Chrissy Casillo-Bluhm, Sue Davidson, and Mike Adoll!



1,267 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

Peter DiCostanzo, George Emerling, Pankajszwal Akhler Tif and 20 others **like** this.

1 share


 Write a comment...

 **Andrea Scibetta** Congratulations!  
Like · Reply · Message · July 10 at 1:54pm


 **Sheri Martini-Garner** Congratulations Sue!  
Like · Reply · Message · July 10 at 3:55pm



# DO

**Clarence Rotary Club**  
Published by Chrissy Casilio Bluhm [?] · June 24 · 🌐

We have an exciting year ahead of us!



**Casilio-Bluhm becomes youngest Clarence Rotary president | [www.clarencebee.com](http://www.clarencebee.com) | Clarence Bee**




Casilio-Bluhm Clarence resident Chrissy...  
CLARENCEBEE.COM


1,398 people reached Boost Post


👍 Like    💬 Comment    ➦ Share

Paul Justinger, Rachel Sande, Lumsden McCormick, LLP and 17 others like this. Top Comments ▾

1 share

 Write a comment...  

 **Rene Rebmann** Congrats!  
Unlike · Reply · Message · 👍 1 · June 24 at 8:06pm

 **Paul Justinger** Today is the Best Day EVER!!!  
Like · Reply · Message · June 25 at 4:31pm

**DON'T**

Send bullet points

# **DON'T**

- District Conference is October 24<sup>th</sup>
- Rotarians for all over will attend
- The leaves will be pretty

**DON'T**

Expect every story to be published

**DON'T**

Over do it...keep it newsworthy!

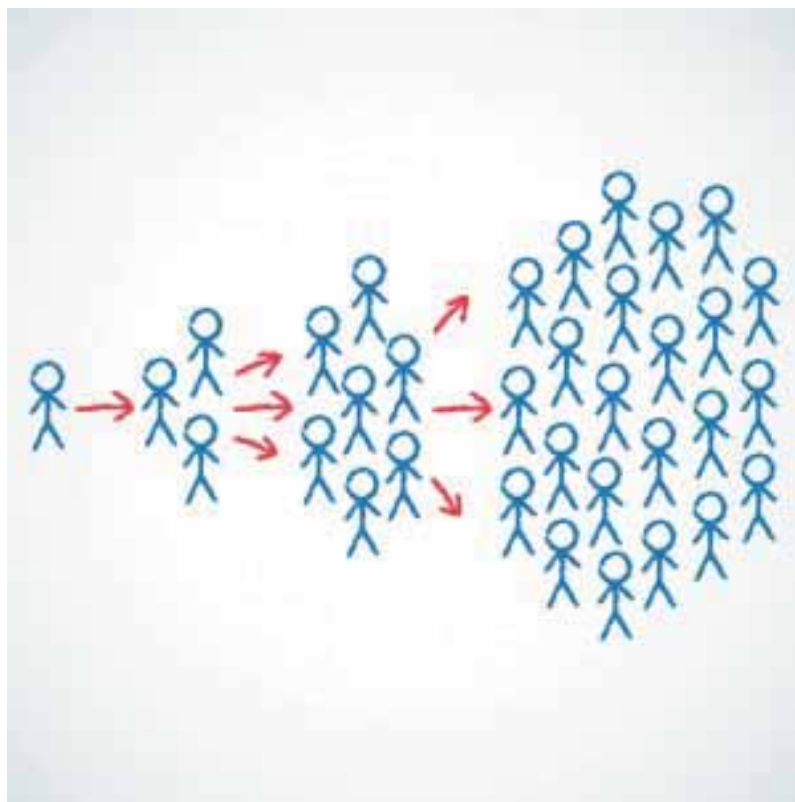
# **PUBLIC RELATIONS**

Think about the *customer* first  
and *you* second.

# **PUBLIC RELATIONS**

How will they react?

# PUBLIC RELATIONS





**QUESTIONS?**

**THANK YOU!**

**Contact:**

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**[chrissy@casiliocommunications.com](mailto:chrissy@casiliocommunications.com)**