Member Login

lahan
2015
District Governor

District 7910
Central Massachusetts
USA

LIGHT UP ROTARY
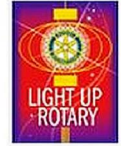
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Public Relations

Public Relations Best Practices

District 7910 invested in the creation of a PR Tool Kit. We have an online version available for purchase, along with training. Contact Bob Cassidy for more information.

To help you create more effective public relations and awareness for your club, here are some tips and reminders.

Press Releases

- Develop a media list for press releases and keep it current.
- When creating deadlines for press releases and media advisories, work backwards from your event date.
- Send out event-related press releases at least one month in advance.
- Make sure the first sentences of a press release have the most important information: who, what, when, where, and why, and most importantly, why a reader should care.
- Most newspapers accept online or email submissions of press releases. Do a Google search for the newspaper, and look for tabs or links for submitting your news.
- Email each press contact individually.
- End each press release with the ### symbol, which means the end of your document.
- Include a description or "boilerplate" at the end of your press releases to describe your club and Rotary International.
- Add quotes to your press releases for color and additional information about your project or news.
- Add your full contact information if you submit a press release by email.

Other Press Activities

- Calendar listings are easy, free ways to publicize an event. Be mindful of submittal deadlines for publication.
- Submit calendar listings for publication about two weeks in advance.
- Send post-event photos to editors or reporters who could not attend an event. Add a detailed caption.
- Keep track of your published releases, photos, and feature stories. Save clippings in a notebook, and create a log of the coverage you received with the date, publication, headline, and link (if online).
- Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see firsthand how your club is improving your community.
- Once you've developed a relationship with your local reporters, help them remember you through regular contact. Share news about your club projects, fundraising events, or the arrival of Youth Exchange students with a press release.
- Distribute club brochures, media kits, and fact sheets to local press.
- Be honest and forthcoming if a reporter calls. Do not speculate or guess on information. Keep the conversation neutral or positive.

Social Media (Facebook)

- Create a Facebook group page if you want to share information among members of your club.
- Create a "Cause or Community" page if you want to promote your club's activities to the general public.
- Assign someone in your club to manage your social media sites. Update your Facebook page at least once a week!
- Ask everyone in your club to "Like" your club Facebook page.
- Tag your members in Facebook pages. All of their Friends will see it, and many "Like" the photos and your site.
- You need at least 30 Likes to get administrative insights on how people are

Massachusetts, USA   District Governor Valentine (Val) Callahan   Webmaster

District Executive Contacts