**Guide for announcing Rotary Speakers**

**Club Website**

1. Post name and date on speaker list on Rotary website- this automatically populates the speakers list on the home page of the website
2. When populating the website speaker info, include a summary of the speaker’s identity and subject of the talk.
3. The website entry is the responsibility of the Program Committee

**Social Media**

1. Send announcement to Steve Shannon to post on Facebook. Often the monthly press release for Madison Monthly will suffice for Steve, but occasionally we do not have info on/from speakers far enough in advance, on which case the weekly Eagle press release can be sent to Steve if it has updated information.
   1. See note below on photos.

**Formal Press – New Jersey Monthly**

1. Send announcement to NJ Monthly according to their publication schedule. To make things simple, as a default we use the Wednesday closest to the middle of the prior month as our deadline for sending the release (e.g., January 15 for the February edition). These mid-month default dates are reflected in the press release schedule spreadsheet. The release should be sent to [editor@rennamedia.org](mailto:editor@rennamedia.org)
   1. See note below on photos.

**Formal Press – Madison Eagle Online Edition**

1. Post press release on Eagle Website via the “post your own press release” feature, according to the schedule in press release schedule spreadsheet.
   1. See note below on photos.

**Formal Press – Madison Eagle Print Edition**

1. Send press release to the Eagle by e-mail to [aparkermagyar@recordernewspapers.com](mailto:aparkermagyar@recordernewspapers.com) and [eparker@newjerseyhills.com](mailto:eparker@newjerseyhills.com) according to the schedule in press release schedule spreadsheet.
   1. See note below on photos.

**A Note on Photos**

1. When possible, we will publish photos of the speakers. [Sometimes they do not provide them even after being asked.]
2. Preferably, rather than simply embedding photos in the press release document, the photos can be sent as an attachment. It should be sent as a high resolution JPEG file, and the file name should be the speaker’s name (e.g., JohnDoe.jpg). However, it can be helpful to embed the photo at the end of the press release (with a note that the photo is attached as a separate file) and add, in brackets, a suggested caption.