

**Date:** Tuesday, 1 July, 2025

**Headline**: a catchy summary.

**Lead**: Put the most important information first, clearly explains the focus of your story.

Who, what, when, where, why and how. Keep it at two to three lines long.

*Rotary will hold an inaugural festival on Tuesday, 1 July, 2025, at Rotary House to launch a scholarship program to those affected by domestic and family violence.*

*Or*

*Rotary is partnering with (local business or organisation name) and the public to highlight issues surrounding domestic and family violence.*

**Body**: The next paragraph provides more information.

Write in an inverted pyramid structure – the most important information first.

This means if a journalist is needing a “fill” they can edit the story and the vital information remains.

Active verbs, short phrases, always in the third person.

It is NOT a creative writing exercise – it is a clear writing skill.

Add some quotes:

*“The issues surrounding domestic violence need to be addressed now,” said Rotary XYZ President ABC.*

*“We know that domestic and family violence is disturbingly common. It is a major cause of homelessness experienced by women, children and men.*

*“Deaths continue to occur and Rotary believes attitudes can be changed.*

*“We are partnering with other organisations, continuing to highlight this issue and provide information to those experiencing violence and to educate the community.”*

Quotes must be attributed to a particular person, or the organisation.

**End**: The least important information is at the end BUT don’t include irrelevant information.

It is customary to finish the release with –**ends-** so a journalist knows it has finished.

**Contact information:** If you want a contact for readers, put it in the body of the release.

After **-ends-** add “For further media information only contact:” and include a contact name, email and phone number. (Ensure that person will answer calls from an unknown number – journalists may not phone twice).

**Boiler plate (About us)**
The boiler plate is a paragraph or two about the business, event or subject of the media release. This information will give the journalist an overview and isn’t necessarily needed in the release.

*Eg.* ***Welcome to Rotary Pacific***

**Rotary South Pacific is a newtwork of passionate people creating lasting change – locally and globally. We support and connect Rotary and Rotaract Clubs across 16 nations.**

**Through service, leadership and friendship, our members work together to take action on the world’s most persistent challenges – promoting peace, fighting disease, supporting education, growing local economies, protecting the environment and more.**

*Eg.*

*Situated in the South Pacific, the Zone includes Australia, New Zealand, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Nauru, New Caledonia, Norfolk Island, Papua New Guinea, Samoa, Solomon Islands, Timor Leste, Tonga and Vanuatu.*

For more information contact publicimage@rotarysouthpacific.org