COMMUNICATIONS

ROTARY STORYTELLING

As business and professional leaders who have a passion for taking action to improve communities at home and abroad, Rotary members offer journalists a unique viewpoint, along with access to people and information they want to cover.

Clubs/districts/Public Image Chairs can achieve greater impact with the stories they tell. The challenge is to package and present stories in a way that will get them covered in the news media.

There are a couple of factors that determine what will get a story across the line or not.

News hook: A clear reason for telling a story at a particular time. Does the story relate to current events, trends or observances?
Timeliness: News that is about to occur, ongoing or near completion.
Proximity: News that pertains to issues, people or events to occur within the location of a media organisation and audience.
Prominence: News that involves public figures, celebrities and notables.
Human interest: News that elicits sympathy or emotional response.
Consequence: News about the result of something that has significant impact on the news organisation's audience or influencer's followers.
Visually compelling: New or unique and attention getting images that dramatically convey the message.
Data: Relevant statistics and research that support the story.

Handy tip: if you'd like to learn more and stay up to date with what media usually write about or how you could fit into the mix do the following two things:

Get to know your local media

Read your local newspaper, watch the evening news, listen to the radio to discover what stories are being shared.

Also, follow their social media channels to identify where your story might fit in to their mix.

Think about what a journalist wants to read

A club project, event, initiative that directly affects their location, community and readers will always make the story timely and in proximity. Consider inviting a local journalist to join a service project so they can see firsthand how your club is improving the local community.

For further information on how to create a pitch, please contact

District 7030 Communications & Public Image Team

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