

1

CHOOSE A STORY IDEA

What does your club do: Community service, international service, fundraisers, weekly meeting programs, host GSE and international students and rotarians, club elections? What would make a good story? Human interest or dramatic project; community problem that your club solves; lead with a local angle; award given or received; contest – announce award; and/or fundraiser announcements. Whatever the story: Which will attract readers? Which communicates the message?

2

GET A PHOTO . . .**MAKE THE PHOTO A GRABBER!**

Be sure it is an action photo (nothing dull). Write a brief three-or-four-sentence caption for the photo that includes the “Who, What, Where, When, and Why” of the event. Be sure to include your name, phone number, and e-mail address on the photo caption as the contact person.

3

WRITE THE ARTICLE

Fill in the outline on the reverse of this page. (NOTE: Make photocopies of the outline so you will have an adequate supply on hand for all of your print media submissions.) Don't leave anything to chance; accompany the photo and photo caption with an article. The newspaper editor may run only the photo or only the caption. Using the outline, write three or four sentences that fully describe the “Who, What, Where, When, and Why” of this event. Again, be sure to include your name, phone number, and e-mail address as the person to contact.

4

CONTACT THE NEWSPAPER

Use the telephone. Dedication is needed to be sure to contact the right editor. Be a positive, appreciative member of your Rotary club. Tell the editor you think you have a story that is important for the paper's readers. The editor will probably suggest you mail or e-mail it. Get that editor's correct name and address and SEND IT, FAST! When you send the story and photo, include a personal cover note.

5

FOLLOW UP

(A) Call again later – to thank . . . or to personally ask “Why not?” Establish a personal relationship by trying to make an appointment to meet your local newspaper editor or journalist. Invite him or her to your local Rotary meeting as part of a program, as a candidate for membership, and/or as a regular visitor. Discuss your club's program for the year and list brief details of the events you will be looking to promote.

(B) Clip and save the tearsheet that contains the article and send it to your district public relations chair. Be sure to include the name of your Rotary club and district.

FOR IMMEDIATE RELEASE:

CONTACT:

WHO:

WHAT:

WHERE:

WHEN:

WHY: