

# HOW TO GET MEDIA COVERAGE FOR YOUR ROTARY CLUB'S SERVICE PROJECTS & EVENTS

Here's how to get media coverage for press-worthy stories:

- Share news about your club projects, fundraising events, or the arrival of Youth Exchange students with a press release.
- Develop your "news hook," a persuasive reason for the news media to pursue a story.
- Include the five Ws in the opening paragraph of your press release: who, what, where, when, and why (*see page 3 of the Effective Public Relations guide for help*).
- Email your press release to your local media at least one week in advance of your event. Keep it concise; limit the press release to one page and paste into the body of your email rather than sending it as an attachment.
- Social Media Tip:** Publish your own press release to your club's website and send the link to your local news contact via Twitter.
- Include visuals when you send to TV stations.
- Be prepared. Decide who will respond to media inquiries and include their contact information in your release.

**Rotary**  
District 7690



**First Free Family Night at Children's Museum a hit for kids, parents**



**By Chelsey Stark / Times-News**

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## Making Headlines: The Power of Social Media

Your Rotary Club is doing good in your local community. Let's get the word out! In addition to getting local news coverage, remember to share your club's news your own media: Your club's website and **social** media. The benefits of sharing Rotary stories online are many. Here are just a few:

- 1 Reach More People**  
Believe it or not, some people **ONLY** get their news from social media. Reach them right where they are.
- 2 Make Your Story Shareable**  
When your club members and friends see your news, they can share it with others.
- 3 Attract New Members**  
People love to join groups that are "on the move." Your presence on social media can attract new members who identify with your Rotary's values.