

How to Write A Press Release

Step 1. Timing: At the very top write: **FOR IMMEDIATE RELEASE**
(*Note use of all caps*) or, **FOR RELEASE JULY 14, 2009.**

Step 2. Your club's name, e.g. **Portage Rotary**

Step 3. Your contact information. E-mail and phone.

Step 4. Headline or title in bold and larger type, first letter of all key words
Capitalized, bold and centered in page, e.g.:

Portage Rotary to Fund Fireworks

Step 5. Subtitle. (optional). Smaller type, though same style as above, e.g.:

Club's gift to city will re-ignite July 4 celebration squelched by economic woes

Step 6. Body of press release. Make the first sentence compelling and informative. Do not try to sell with exaggeration or smug self-promotion, though. The event should sell itself. Write 350 to 500 words, broken up into 4-to8 line paragraphs on ONE PAGE

Include the basics, the "five Ws." Who, What, Where, When, Why. *Proofread* to make sure you have included these basics, and have a friend, spouse, etc. proofread.

Photos: A j-peg can be attached. Two is the most that can usually be used. These should be interesting photos, e.g., A child on a swing of a playground built or improved by your club, and/or Rotarians at work on the playground. BORING and unlikely to be used: A Rotarian handing somebody a giant-sized (or any) check. Some clubs like to have their Rotary shirts, hats, or banner in the photo. This is a matter of opinion since it is a "turn-off" to some readers and a positive sign to others. Your club's new president or board of directors can also make a legitimate news release, with photo.

Step 7: Boilerplate. Basic information in a short paragraph about your club and Rotary International, e.g.: Kalamazoo Rotary has 190 members who are among 1.3 million Rotarians worldwide. "Service Above Self" is the motto of Rotary International, which has contributed more than \$1.2 billion and tens of thousands of volunteer hours toward polio eradication in addition to projects such as water quality, world peace and literacy.

Step 8: For more information, contact: xxx. Repeat your contact info and also contact info for people a reporter can call for a quote, e.g. the person being helped, or the mayor.