

## TIPS TO BEAM ROTARY'S GOOD NEWS OUT TO THE WORLD (Or at least to your home town)

1. **Good projects are news.** Excellent “Service Above Self” projects *are* newsworthy. A good Rotary project will inspire, inform and interest the reader or listener. And that is what media outlets want.
2. **Names are news.** Your club’s new slate of officers may not be big headline news but presented in a press release with a photo, it will likely appear or be broadcast somewhere at some time.
3. **Some club programs are news.** Give the media enough advance notice (2 weeks or what they suggest) to consider covering a program of general interest, e.g. U.S. or state legislators, candidates, police chief, local hero.
4. **Present information clearly.** Reporters have always been busy but in today’s media meltdown they are crazy busy. Bad news: They don’t have as much time or space. Good news: They are sometimes hard-pressed to “fill the paper” especially before holidays and so will be receptive to your news. E-mail them a well-done ONE PAGE press release and follow up with a phone call, but do not hound them. Some press releases will be used. Others may be expanded by a reporter if they are of special interest. Some will be ignored. Do not worry about being eloquent; A reporter is paid to re-write news releases.
5. **Include an interesting photo,** by j-peg. Posed shots are usually dull.
6. **Get to know your local media people.** Find out who at the paper or station is in charge of **local** news. Find out when is a good time of day to call – after deadline – and ask what they need from you to get news into the paper, on the radio, etc. Ask about **deadlines and formats.** Get to know the local editor and/or reporter. Offer to meet for coffee, lunch or breakfast. **Invite them to an interesting Rotary meeting.** Perhaps they will even want to join.
7. **Be multi-media.** Rotary International has an official presence on sites such as Facebook, Twitter and LinkedIn to facilitate networking among Rotarians worldwide. You can also create a profile of your own. Have your club create a website. The RI website has downloads and logos you can use. For big projects, pamphlets and CDs help spread the good word.