



SERVICE Above Self

QUESTIONS: Please call Jan Percival, 858-452-8958; jpercival@scribecommunications.com

HOW TO MAXIMIZE PR COVERAGE WITH YOUR COMMUNITY PAPERS FOR ROTARIANS AT WORK DAY, APRIL 29

STEP ONE: 4 WEEKS IN ADVANCE OF APRIL 20

A. A sample “pre-event” press release is attached for your use.

- Please customize this sample to fit your club’s project. (Make sure all blanks are completed.)
- You will need to take a photo at the site of your project to include with this press release.
- Please try to avoid “grip and grin” photos; no more than 2 or 3 people in the shot (all properly identified on the release under PHOTO CAPTION).
- Please distribute this photo to editor of your community paper. In the text of the message, please invite the editor to send a reporter to cover your project on April 29.

B. Please consider inviting the Mayor of your city to visit your project on April 29. If you receive a confirmation from your Mayor, please be sure to include that information when you contact the editor of your community paper (see STEP 2)

STEP TWO: 1-2 WEEKS IN ADVANCE OF APRIL 29

A. Please contact the editor of your local paper to invite coverage on April 29. Briefly and concisely remind him/her about your project and its significance to the community. Provide the facts – where/when/who, etc. If your Mayor is attending, inform the editor as to that timing.

STEP THREE: A DAY OR TWO BEFORE APRIL 29

A. Please check in with the editor of your community paper with a brief and concise reminder of the details of your project.

STEP FOUR: APRIL 29 & BEYOND

A. Please be sure to take high quality digital photos of your project.

B. Following the event, please select your **ONE BEST SHOT** (no “grip and grins” – no people staring into the camera – no staged photos -- we want action shots – 2, 3 or 4 people at the most). **Please e-mail your BEST photo with a brief write-up on the project to:**

- Your local paper
- To the District PR chairperson: jpercival@scribecommunications.com. (We will be submitting our best photos to THE ROTARIAN MAGAZINE.)

THANK YOU FOR YOUR EFFORTS!!