



It's News To Me

Need a news release for an upcoming event or activity?
Answer these few questions to get the process started.
There are weekly and daily newspapers, radio stations and

TV stations that may be interested in your story. Releases should be issued 2 to 3 weeks prior to your event or activity. Please plan ahead.

What's going on? Who is involved? (Provide details, lots of them.)

When will it happen? (Date, times, is there a deadline.)

Where will it happen? (Name of building, address, city, zip.)

Who will benefit? Why would non-Rotarians be interested?

**Who is the contact for more event information? Does this person have tickets?
Info on web site? Cost of tickets?** (Provide phone, cell and or email, if available.)

If reporter has questions or needs an interview, who is the PR contact?
(Name, phone, email.)

Questions? Send an email to SusanIDS@aol.com.