

# Best Practice Newsletter:

# PARTNERING AND PRESS

## Contacting Local Press

*\* DON'T LET IT INTIMIDATE YOU \**

### Invite to Events

Consider inviting local media to events. The larger-scale events can make a great story. Just make sure to reach out well in advance!

### Interview Them

As part of your regular club program, you can invite local media members to be interviewed as to what they are looking for in stories and submissions.

### Create a Role

It may be beneficial for your club to designate one PI lead as the media contact. This way, it is easier to build relationships.

### Be Succinct

Send local press a small paragraph about events and submit an image. They will reach out with questions if they have any.

## Build Continuity

Focus on building long lasting relationships and ideas. You may create a service column in your local newspaper, consistently reach out to media about events, etc.

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## What Press Should I Be Utilizing?

- Local Newspapers
- Community Pages on Social Media
- Local Radio Stations
- Local and State TV
- Public Access Cable Channels

## Who Are the Best Partners To Work With?

- **Organizations that hold the same values as Rotary.**
  - For example, local Lions Clubs.
- **Businesses**
  - Do your research. Look for local companies with good social media practices and established partnering practices.
- **Events that already have the media present.**
  - This may involve sponsoring or volunteering a community event.
- **City Chamber of Commerce**
  - Consider being involved and promoting Rotary.