



Develop a Press Release Program for District 5100

CATEGORY/ROLE:

Public Relations

COMPLETION DEADLINE:

May 15, 2025

LEAD PERSON ASSIGNED:

TBD

Project Scope

Project Description

This project involves developing a program to write and distribute press releases on behalf of District 5100 and its clubs. The goal is to promote the impactful projects, goodwill, and service initiatives that our clubs are conducting within their local communities and beyond. The program will include gathering necessary information from clubs, crafting press releases in AP Style, and distributing them to appropriate local, district, state, or national media outlets. A mock-up press release template already exists on the Rotary District 5100 website (www.rotarydistrict5100.org/news) to guide the creation of future releases.

Context

Press releases are an effective way to promote Rotary's work in the community and highlight the positive impact that our clubs are making. By crafting professional, AP Style releases and distributing them to media outlets, we can increase awareness of Rotary's efforts and inspire greater community involvement. This program will help streamline the process of creating and sharing press releases, ensuring consistent and effective communication across all clubs.

Desired Goal

Establish a clear and efficient program for writing, gathering information, and distributing press releases that highlight the work of our clubs and the district, ultimately raising awareness and promoting Rotary's efforts across multiple media markets. Additionally, identify and recruit Rotarians with journalism and writing backgrounds to volunteer in compiling, editing, and ensuring all press releases meet AP Style Guide standards.

Specs

- Team Size: 1 lead and identify other members as needed.
- Duration: 6-8 weeks