

THE NEWS RELEASE

Below are sample opening paragraphs along with suggestions and ideas for creating news releases for a variety of Rotary activities.

CLUB ACTIVITIES AND PROGRAMS

DAVIS ELECTED PRESIDENT OF SPRINGDALE ROTARY CLUB

Springdale resident Martin Davis was elected president of the Rotary Club of Springdale, to serve for one year beginning 1 July. A Rotarian since 1990, he is vice-president of the First National Bank.

As president of the 68-member club, which received its charter from Rotary International in 1936, Davis will be responsible for strengthening the group's participation in community and international service projects while attracting new membership. The club meets every Thursday at Oscar's Restaurant.

You should add:

- Quote from new president on his/her plans and hopes for the year
- Previous club positions and honors, with dates (director, Paul Harris Fellow, etc.)
- Club's community and international projects
- Standard closing RI paragraph (see last page)

Send to:

- Local and community newspapers
- College alumni publication and company newsletter of club president
- Publications of professional journals of which the president is a member

Note:

- ✓ Include a black and white portrait photo with the president's name on the back.

LOCAL ROTARY CLUB LEARNS ABOUT CITY LIBRARY

Members of the Rotary Club of Springdale will learn about the financing and features of the proposed new city library when Robert Lindsey, president of the library board, addresses the club at its weekly luncheon Thursday, October 21, at Oscar's Restaurant.

The present library has been a beneficiary of Rotary club fundraising activities for many years. Rotary club members established and maintain a vocational

reference section and have paid for subscriptions to many periodicals, including The Rotarian magazine.

Send to:

- Local and community newspapers, newsletter of the organization the speaker represents

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ROTARY RAFFLE TO BENEFIT CHARITIES

Local organizations that help youth and the elderly will be the beneficiaries of the third annual Rotary Raffle, sponsored by the Rotary Club of Springdale, to be held Oct. 14. This year's club fund-raiser features a grand prize of \$7,500 and 99 other prizes donated by local merchants.

Recipients of the proceeds will be the Boys and Girls Club, Meals on Wheels, the Springdale Teen Counseling Center and the Springdale Seniors Activity Center. Following last year's raffle, three other non-profit organizations shared \$13,200.

You should add:

- Time/location of raffle drawing
- How the public can participate, including ticket cost and contact information
- Other major prizes/donors

Send to:

- Local and community newspapers
- Calendar listings that include benefit events
- Churches and other houses of worship
- Local radio stations
- Offices of organizations receiving proceeds

ROTARY FUND-RAISER NETS \$14,400 FOR LOCAL GROUPS

The third annual Rotary Club of Springdale raffle, held Wednesday, October 14, raised \$14,400 that will be divided equally among four Springdale charities, announced Rotary Club President Tom Johnson, vice president of Advanced Technologies.

Checks for \$3,600 will be presented to officials of the four organizations during the club's weekly luncheon meeting Nov. 18 at Oscar's Restaurant. Frank Shelby, of Port Washington, held the lucky number for the \$7,500 grand prize.

You should add:

- People who will accept the checks (if known), and their organizations
- Some beneficiaries of previous fund-raising events

Send to:

- Same as above

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SPRINGDALE ROTARIANS TO CELEBRATE 50 YEARS OF SERVICE

The Rotary Club of Springdale will celebrate five decades of Rotary service to the Springdale community during a dinner-dance on Feb. 18 at the Empire Suites Hotel. The club, which received its charter from Rotary International in February 1952, also will announce a new service project it is undertaking to commemorate the milestone anniversary.

Among special guests who will address the Rotarians are Springdale Mayor Richard Lewis and Bill Hunter, governor of Rotary International district 0000, which includes 64 clubs in the northeastern section of the state.

You should add:

- Additional details of the celebration event (Is public invited?)
- Examples of current and past community service projects
- Club involvement in the programs of RI and The Rotary Foundation

ROTARY INTERNATIONAL OFFICIAL TO MEET WITH LOCAL ROTARIANS

Members of the Rotary Club of Springdale will host a visit from Rotary International District Governor Bill Hunter, of Milltown, during their weekly luncheon meeting on Sept. 10 at Oscar's Restaurant.

Hunter, who oversees the activities of the 68-member Springdale club and 51 other Rotary clubs in the northeastern section of the state, will meet with the local Rotarians to learn about their concerns and service projects. He also will describe his plans for the district during this Rotary year and bring the club up to date about the worldwide programs of Rotary International and Rotary Foundation in which they can participate.

You should add:

- Quote from club president about the visit or the club's plans for the year
- Examples of club service activities
- Standard RI closing paragraph (see last page)

Note:

- ✓ Other special visitors -- RI and Foundation officers as well as non-Rotarians -- may merit an announcement in the local media.

ROTARY MONTHS

SPRINGDALE ROTARIANS CELEBRATE WORLD UNDERSTANDING MONTH

World Understanding Month, observed annually by members of Rotary clubs around the world, will be celebrated by the Rotary Club of Springdale with a dinner dance--featuring a variety of native costumes and ethnic foods and music--on Friday, February 20, at the Maple Tree Inn. The public is invited.

The event, entitled "The World Comes to Springdale," celebrates the 97th anniversary of Rotary International. Founded in Chicago in 1905, it is the world's first service club, with 1.2 million members in 162 countries.

You should add:

- Special guests, such as Rotary Youth Exchange students, GSE team members or Rotary Foundation Ambassadorial Scholars; political, cultural and civic leaders; a special speaker
- Details about the event: entertainment, cost, and where tickets are sold
- How the club participates in RI and Rotary Foundation programs around the world, and any other international activities in which the club is involved
- Financial support the club has given to The Rotary Foundation for its international humanitarian and educational programs
- Standard RI closing paragraph (see last page)

Notes:

- ✓ Remember to update figures in second paragraph. See RI publication, "Rotary Figures at a Glance." Also see "Rotary Facts," for descriptions of all RI and Foundation programs. Available to download on the RI web site.
- ✓ Some other Rotary Months that offer publicity opportunities:
 - Youth Activities Month -- September
 - Vocational Service Month -- October
 - Rotary Foundation Month -- November

RI AND FOUNDATION PROGRAMS

ROTARY CLUB SEEKS SCHOLARSHIP APPLICANTS

The Rotary Club of Springdale is looking for applicants for a 2002-2003 Rotary Foundation Ambassadorial Scholarship, awarded by Rotary International District 0000.

Some 1,300 Rotary scholarships will be awarded worldwide for study in one of the 162 countries where Rotary clubs are located.

According to Springdale Rotary President Tom Johnson, the scholarships, worth up to \$25,000, are intended to enhance international understanding and good will, and carry with them some "ambassadorial" responsibilities.

You should add:

- Explanation of the student's "ambassadorial" responsibilities: appearances before Rotary clubs and districts, schools, civic organizations and other forums, during and after the study year, to represent their homeland and to improve international understanding
- Description of necessary qualifications
- Types of scholarships available
- Application deadline and information on how to obtain applications
- If appropriate, number of previous scholars sponsored by club and/or district
- Standard RI closing line (see last page)

Notes:

- ✓ Contact your district Foundation committee for scholarships available, the total to be awarded and current scholarship values. Also see RI publication "Rotary Figures at a Glance," for current RI statistics.
- ✓ This format can be adapted for other programs: Group Study Exchange, Rotary Volunteers, Rotary Youth Leadership Awards (RYLA) and Rotary Youth Exchange.

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ROTARY SELECTS LOCAL WOMAN FOR TRIP TO INDIA

Jeanne Harris, of Springdale, a chemical engineer for Aquasystems, Inc., will join four other area residents on a Group Study Exchange (GSE) trip to northern India for five weeks in April, sponsored by Rotary International District 0000. Harris applied for the trip through the Rotary Club of Springdale.

The GSE program of The Rotary Foundation annually arranges the exchange of approximately 500 teams of business and professional people between two paired Rotary districts in different countries to enhance international understanding and good will. While living with Rotarian families, team members study the culture of the host country and how their professional peers practice their vocations. Each team is led by an experienced Rotarian. A team from a Rotary district in northern India will visit the Springdale area in May.

You should add:

- Brief biographical information about the team member
- Names/cities of other team members

Notes:

- ✓ A news release is also appropriate to announce that your club/district will host visitors from abroad.
- ✓ Also review the “GSE News Kit” available for download on the RI web site.

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ROTARY YOUTH EXCHANGE STUDENT RETURNS FROM KOREA

Jane Smith, 16, daughter of Fred and Susan Smith of Springdale, returned from Kyung San, Korea, where she spent the academic year as a participant in the Youth Exchange program of Rotary International. Her visit was sponsored by the Rotary Club of Springdale.

Jane, who will be a senior at Springdale High School this fall, was one of an estimated 7,000 Rotary Youth Exchange participants worldwide who this year visited other countries and lived with families for extended holidays or a school year. There are 30,000 Rotary clubs in 162 countries.

You should add:

- Quote from student
- Information on activities abroad: study subjects, extracurricular activities, travel
- A brief profile of host family (or families)
- Standard RI closing paragraph (see last page)

Notes:

- ✓ Returning alumni of other programs may also merit a news release: Ambassadorial Scholars, Rotary Volunteers, GSE team members.
- ✓ Obtain copies of photos of program participant in host country and offer to the media.
- ✓ Returning program participants usually make good interview subjects for the print and broadcast media -- contact local newspaper editors and broadcast news producers.

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ROTARIANS FORM INTERACT CLUB FOR SPRINGDALE STUDENTS

Twenty Springdale High School students are charter members of a new service club, Springdale Interact, which will receive its charter Thursday, March 20, at Oscar's Restaurant during the weekly luncheon of the Rotary Club of Springdale, which organized and sponsors the club.

Interact President Patricia Wilson, a junior, and Rotary President Tom Johnson will lead the ceremonies, and school principal Sheryl Jackson will be a special guest.

A program of Rotary International since 1962, Interact clubs for secondary-school students initiate projects that benefit their communities. Rotarians worldwide have formed some 7,700 Interact clubs in more than 107 countries and geographical regions.

You should add:

- Projects to be undertaken by the Interact Club
- Other Interact officers

Note:

- ✓ See Interact documents or the fact sheet "Figures at a Glance," available online on the RI web site, for current statistics.

AWARDS & RECOGNITIONS

SWANSON IS NAMED ROTARY FOUNDATION PAUL HARRIS FELLOW

Douglas Swanson, president of Thompson & Swanson Communications, was named a Paul Harris Fellow of The Rotary Foundation of Rotary International during a luncheon meeting of the Rotary Club of Springdale, on Tuesday, July 30, at Oscar's Restaurant.

Swanson, a member of the club, received the recognition from Club President Tom Johnson, vice president of Advanced Technologies. He joins approximately [726,000] Paul Harris Fellows named in honor of the Chicago lawyer who founded Rotary International in 1905.

The recognition is given to individuals who contribute US \$1,000--or in whose behalf such a contribution is made-- to The Rotary Foundation for its international humanitarian and educational programs.

You should add:

- A quote from the Paul Harris Fellow
- A brief listing of Foundation programs
- Standard RI closing paragraph (see last page)

Notes:

- ✓ If donation was made by someone else, obtain permission to mention that person and include the reason for bestowing the recognition.
- ✓ See RI publication "Rotary Figures at a Glance," available online on the RI web site, for current statistics.

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WILLIAMS RECEIVES MAJOR AWARD FROM ROTARY INTERNATIONAL

Dr. Edward C. Williams, a Springdale orthodontist, is the recipient of a Service Above Self Award from Rotary International, the highest honor given to Rotary club members by the international service organization.

The award was announced in Barcelona, Spain during Rotary's international convention, June 23-26.

Williams, a member of the Rotary Club of Springdale, is one of [144] Rotarians worldwide to receive the award this year. It recognizes individuals who exemplify the Rotary motto of "Service Above Self" through their volunteer work. A maximum of 150 Rotarians receive the award annually from among 1.2 million Rotarians in over 160 countries.

You should add:

- Volunteer activities of the recipient
- A quote from the recipient and/or the club president
- Standard RI closing paragraph (see last page)

Send to:

See earlier entry for new club president

Notes:

- ✓ Update figure for number of awards given in current year.
- ✓ Adapt this format for other RI and Foundation awards, such as Citations for Meritorious Service, Distinguished Service Award, etc.

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ROTARIANS TO HONOR 'UNSUNG HERO'

Gregory Parker, a community activist who started a drug information hotline, "Drug Facts," in Springdale three years ago, will receive the second annual Unsung Hero Award of the Rotary Club of Springdale.

A plaque and check for \$1,500 will be presented to Parker during the club's luncheon meeting next Thursday, May 3, at Oscar's Restaurant.

According to Johnson, the Rotary club's board of directors initiated the award to recognize Springdale residents who work quietly to improve the quality of life for others, in hopes that more citizens will also work toward that goal.

You should add:

- Some results, if known, of recipient's project

STANDARD CLOSING PARAGRAPH

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, and help to build goodwill and peace in the world. There are approximately 1.2 million Rotarians who are members of more than 31,000 Rotary clubs in more than 165 countries.