

News Release Templates

Humanitarian Grants Project

This is an actual news release about a Humanitarian Grants (3-H) project. The project utilized many public relations techniques, including community relations, special events, media relations, and displays to successfully stem a negative trend in Ghana. The beginning paragraphs of the release answer the traditional questions — who, what, where, when, why, and how. The final paragraph is a general statement on Rotary. This is a model format to be adapted for any humanitarian project, following local styles and customs. Visit the “PR Tools” section of the [Effective Public Relations](#) Web site for additional tips on writing and using news releases.

FOR IMMEDIATE RELEASE

Contact: (Name and telephone)

Ghana's Secretary of Agriculture to Welcome First Students to Rotary Training Program

(ACCRA, Ghana — 16 June) Secretary of Agriculture Joseph Okosu and dignitaries from Ghana and the United States will welcome the first students to the Rotary Agricultural Training Program at the University of Accra during ceremonies at 11:00 a.m., Tuesday. Accra school children will perform traditional harvest songs and dances at the inaugural event.

The first 25 students, selected from among 400 candidates, will present symbols of their home communities to the leaders of the Christian Services Farm where the training will be conducted. A Rotary Foundation Trustee and the presidents of the Rotary clubs of Accra and Wilmette, Illinois, USA, will present notebooks and pens to the students, who will receive six months' training in agriculture, food preservation and nutrition. Upon graduation, they will serve as resource information officers for their home communities.

Four classes of the pilot program are being funded by a US\$418,000 grant from The Rotary Foundation, with contributions from the two clubs. Rotary clubs throughout Ghana helped to recruit candidates and will assist graduates in establishing their consultative practices when they return home.

Members of the Wilmette Rotary club, based in a Chicago suburb, began collaborating with Accra Rotarians after learning about the decline of village farming during a club program presented by a Rotary Foundation Scholar. The scholar, David Netosu from Kumasi, Ghana, was studying at Northwestern University.

Rotary International is a global network of more than 29,600 Rotary clubs in more than 160 lands that work to improve the quality of life in the community and throughout the world. As volunteers, Rotarians build goodwill and peace, provide humanitarian service and encourage high ethical standards in all vocations. There are some 1.2 million Rotarians worldwide.