

## **HOW TO TELL THE ROTARY STORY**

1. Public relations, social media, PSA's for radio/tv, personal contact, e-mail, newspaper/magazines
2. For District 5960
  - a. Mpls-St. Paul Magazine
  - b. Minnesota Monthly
  - c. Patch.com or TAP into in each community
  - d. The Minnesota Woman's Press
  - e. North News
  - f. Mpls.-St. Paul Business Journal
  - g. St. Paul Pioneer Press
  - h. Star Tribune
  - i. City Pages
  - j. Chambers of Commerce
  - k. CVB\Radio/TV (call Minnesota and Wisconsin Broadcasters Assn)
  - l. Local newspapers (call Minnesota Newspaper Assn)
  - m. 'Associated Press (Minneapolis, Duluth, Madison)
3. Interesting, newsworthy, timely
4. Photos
5. Deadlines:
  - a. Magazines ... 60-90 DAYS
  - b. Newspapers ... three weeks
  - c. Radio ... three weeks
6. Add all media names to your Twitter and Facebook lists
7. Who to send to? Publisher, program director, features editor, sports editor, education educator, calendar+... depends on what and Wisconsin

Sylvia Allen ... Allen Consulting, Inc.  
732-946-2711/cell 732-241-1144  
Sylvia.allen@allenconsulting.com