



MEDIA RELATIONS INSTRUCTIONS FOR CLUBS

If you are interested in inviting the media to cover your EPIC Day of Service project, we've provided templates you can customize for a media release and a media alert. Here's how to use these;

1. Download both and customize with details of your club and project. Be sure to include the organization's name that you will be serving as these organizations may have more media interest than Rotary on its own. Include contact information for your club if media want to get more details (be sure to include cell phone number in case they want to reach you on the day of the event). If possible, include the contact name and number for the organization you are serving.
2. Send out the media release between May 2 -May 15 via email.
3. Send out the media alert via email on May 17 and again on May 18 (weekend editorial staff is typically different than weekday staff and sometimes information gets overlooked).
 - NOTE: If you would like to post your event in local calendars, modify the media alert to "Calendar Alert" and be sure to send to the media outlet to the attention of community calendar.
4. If you are not sure who to send to, either call the media outlet and ask for a name and email or send to the general news editor. You can find media lists here:
 - [EIN Colorado Media Directory](#) (click on the media name to get contact details)
 - Submit online to [Colorado Community Media](#)
 - You can purchase a list of contacts from [EasyMediaList](#) (be sure to uncheck all, then choose just those you want)
 - Running a Google search on media in your town also turns up great results