

PRESS RELEASE (PR) & PUBLIC SERVICE ANNOUNCEMENT (PSA) SUBMISSION GUIDELINES

The Rotary Club of Pittsford

(2nd Draft)

Pittsford Rotary's PR/PSA goals – Opportunities to share our successes, tell our stories, and announce our events ... We strongly encourage developing and publishing press releases (PR), public service announcements (PSA), and other public information on a continuous basis to drive interest and support for our Club, and celebrate our successes.

Our goals are to drive ongoing awareness of the good work our Club does for our community; contribute to increasing Club membership with a focus on **“Fulfillment. Friendship. Fun.”**; and drive increased support for important programs or deserving individuals.

PR/PSA Submission Process & Deadlines

To assure best coverage and visibility, it is recommended to allow about 3 weeks from start to placement:

- **3 weeks out from publication...**
 - **Topic Suggested & Approved** – Originator submits request to PR Coordinator and President
 - Request confirmed and followed up with details in info form (per guidelines)

- **2 weeks out...**
 - **Article Developed** – PR Coordinator develops initial draft
 - Circulated for proofing and revision back to Originator and President

- **1 week out...**
 - **Article Finalized & Sent to Media** – PR Coordinator updates, re-circulates for final review
 - PR Coordinator then submission to media contacts and Club Webmaster

- **Article runs/airs in media...**
 - Brighton Pittsford Post
 - Democrat & Chronicle Pittsford Our Town
 - Shopping Bag
 - Genesee Valley Pennysaver
 - Time Warner Town of Pittsford Public Access (Channel 12)
 - Rochester Business Journal
 - Other media as required
 - Pittsford Rotary Website

Details for PR/PSA Development

INSTRUCTIONS: Originator – Please use this form for submitting info for a PR.PSA in outline form. Use whatever space you need, and email to Fred Kopp, Club PR Coordinator, at fkopp@rochester.rr.com

1. What? News Topic, Announcement or Event:

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2. Date(s) to appear in media:

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3. When & Where? Event location, time, date, etc:

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4. How & Why? Who Benefits?

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5. Additional details, comments or other points of interest:

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6. Rotary event or project coordinator(s) & their contact info for publication:

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7. Photos, Graphics, Logos, etc. necessary? If so, please include details or comments. (Please attach)

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“Boiler Plate” standard wrap up copy for all press releases: (PR Coordinator to complete)

About the Pittsford Rotary – Pittsford Rotarians benefit from a blend of “Fulfillment, Friendship, and Fun”. The Rotary Club of Pittsford, which was chartered in 1940, embodies the philosophy of “Service Above Self”. It is an organization of approximately 60 active and retired business and professional men and women who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in our local communities and in the world beyond. In addition to the rewarding experience of service above self, the club provides members with opportunities for personal and professional growth and development in a fun atmosphere of friendship and fellowship. The Rotary Club of Pittsford meets Wednesday Mornings for breakfast from 7:00 AM to approximately 8:15 AM at the Pittsford Community Library, 24 State Street in the Village of Pittsford, New York. For more information, visit the Rotary Club of Pittsford at <http://www.pittsfordrotary.org>.