



F04 CONFIGURED SUPPORTING DOCUMENT

Media Release Template

A controlled, editable working derivative for M-T1-CP-01-SD-04.
Complete local facts, approvals and operational evidence before
use.

Release truth. This file is configured for substantive review. It is not approved for public distribution or operational use. Local law, insurance, safeguarding, accessibility, privacy, brand, rights and accountable-owner checks remain mandatory.

Release control

Field	Controlled value
Status	REVIEW — configured derivative; not approved for distribution
Derivative version	v0.1
Supporting-document code	M-T1-CP-01-SD-04
Exact derivative title	Media Release Template
Source initiative	M-T1-CP-01 - Community Open Day
Source initiative code	M-T1-CP-01
Source initiative title	Community Open Day
Initiative disposition	Canonical retained
Canonical parent	M-T1-CP-01 - Community Open Day
Canonical parent code and title	M-T1-CP-01 - Community Open Day
Named overlay or migration label	Canonical body
Redirect or tombstone route	None
Family master	Playbook_F04_Invitations_Promotion_Follow_Up_Master.md
Family / master version	F04 / 1.0
Recorded master SHA-256	d4929a7b2b9449751d9999421963dbeff02e8c6c6d867dfcae66623e9446df69
Authoritative index	Playbook_Supporting_Documents_Master_Index.md v1.1
Configured master variant	Master E — Media release

Adaptation note

For local media and community-information outlets. Explain the Community Open Day as an accessible way to meet Rotarians, explore current projects and learn about service opportunities. Lead with community value, not membership recruitment. Verify every program, partner, venue, quotation and community-impact statement. Include access, cost, the public response route, image rights and an authorised media contact. The primary action is publication or an approved interview/image enquiry. Log pickup and corrections and route public enquiries to the monitored event contact.

Instructions

1. Create one release for one approved Open Day and one release timing. Do not combine draft and confirmed arrangements.
 2. Complete the controlled fields from the approved event brief, venue confirmation, fact ledger, rights register and media approval.
 3. Delete the quotation block if no written quotation approval exists. Delete online-access wording if the event is fully in person.
 4. Do not describe projected attendance, community impact, partnerships, accessibility or program items as confirmed without evidence.
 5. Obtain approval from the Initiative Lead, Communications Lead, authorised spokesperson, Accessibility Reviewer, Rights Custodian, Brand Reviewer and Digital Lead before distribution.
 6. Resolve all double-brace fields. A release candidate containing an unresolved field remains in REVIEW.
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Controlled fields

Field	Completion instruction	Evidence
{{RELEASE_TIMING}}	Enter "For immediate release" only after approval, or the approved embargo date, time and time zone.	Media distribution approval
{{HOST_ENTITY}}	Enter the official club or District 9510 entity responsible for the Open Day.	Initiative approval
{{VERSION_ID}} / {{APPROVAL_DATE}}	Enter the controlled version and final approval date.	Version and approval records
{{PUBLIC_EVENT_NAME}}	Enter the approved public event title; use "Community Open Day" only when that is the approved title.	Event brief
{{VALUE_PROMISE}}	State a practical community benefit without hype or a membership promise.	Approved message brief
{{MEDIA_DATELINE}}	Enter the approved locality and issue date in the chosen house style.	Media distribution approval
{{EVENT_DATE_LONG}} / {{START_TIME}} / {{END_TIME}} / {{TIME_ZONE}}	Enter the full confirmed schedule.	Venue confirmation and run sheet
{{VENUE_NAME}} / {{VENUE_ADDRESS}} / {{ONLINE_ACCESS_ROUTE}}	Enter the confirmed public venue, full address and approved online route where applicable.	Venue and access records
{{PURPOSE_SENTENCE}}	Explain in one sentence what visitors can see, discuss or do.	Initiative brief

Field	Completion instruction	Evidence
{{APPROVED_FACT}}	Enter one dated, source-backed fact relevant to the Open Day.	Fact ledger
{{APPROVED_EVENT_DETAIL}}	Describe only confirmed projects, displays, conversations and service-opportunity information.	Event brief and program
{{APPROVED_QUOTE}} / {{QUOTE_NAME_AND_ROLE}}	Insert the exact approved quotation and approved public attribution.	Written quote approval
{{COST_TEXT}}	State the full approved cost, "No charge", or approved donation wording.	Budget approval
{{RSVP_DEADLINE}} / {{RSVP_URL}}	Enter the response deadline and tested canonical public route.	Registration plan and link test
{{ACCESSIBILITY_CONTACT}}	Enter a monitored human route for access questions and adjustments.	Contact ownership record
{{MEDIA_CONTACT}}	Enter the authorised spokesperson or media contact and monitored details.	Media approval
{{APPROVED_HOST_BOILERPLATE}}	Insert the current organisation-approved host description verbatim.	Approved corporate copy source
{{MEDIA_ACCESS_ARRANGEMENTS}}	State the approved process for interviews, attendance, images and filming.	Media plan
{{MEDIA_IMAGE_CREDITS}}	List only released files, creator credits, permitted uses and rights-record references.	Rights and media asset register
{{CHANGE_AND_WEATHER_ROUTE}}	State the verified change, cancellation or weather-information route.	Contingency plan

Configured media release

MEDIA RELEASE Release timing: {{RELEASE_TIMING}} Issued by: {{HOST_ENTITY}} Asset code: M-T1-CP-01-SD-04 Version: {{VERSION_ID}} Approval date: {{APPROVAL_DATE}}

{{HOST_ENTITY}} invites the community to **{{PUBLIC_EVENT_NAME}}**

{{VALUE_PROMISE}}

{{MEDIA_DATELINE}} – {{HOST_ENTITY}} will host **{{PUBLIC_EVENT_NAME}}** on {{EVENT_DATE_LONG}} from {{START_TIME}} to {{END_TIME}} {{TIME_ZONE}} at {{VENUE_NAME}}, {{VENUE_ADDRESS}}.

{{PURPOSE_SENTENCE}}

Visitors will be able to learn about current Rotary service activity, speak with the people involved and explore approved ways to take part. {{APPROVED_EVENT_DETAIL}}

{{APPROVED_FACT}}

“{{APPROVED_QUOTE}}”

— {{QUOTE_NAME_AND_ROLE}}

The approved cost is {{COST_TEXT}}. Respond by {{RSVP_DEADLINE}} at {{RSVP_URL}}. Access information and adjustment requests are available through {{ACCESSIBILITY_CONTACT}}.

Media contact

{{MEDIA_CONTACT}}

About the host

{{APPROVED_HOST_BOILERPLATE}}

Notes to editors

- **Event:** {{PUBLIC_EVENT_NAME}}
- **Date:** {{EVENT_DATE_LONG}}
- **Time:** {{START_TIME}}–{{END_TIME}} {{TIME_ZONE}}
- **Venue/access:** {{VENUE_NAME}}, {{VENUE_ADDRESS}} / {{ONLINE_ACCESS_ROUTE}}
- **Interview, attendance or image arrangements:** {{MEDIA_ACCESS_ARRANGEMENTS}}
- **Released images and credits:** {{MEDIA_IMAGE_CREDITS}}
- **Change, cancellation or weather route:** {{CHANGE_AND_WEATHER_ROUTE}}

Media fact ledger

Claim ID	Exact public claim	Source owner	Evidence location	Checked by	Approval date	Recheck date
MF-01						
MF-02						
MF-03						

Add a row for every factual claim. A quotation needs both a source record and written approval.

Review and release checklist

- [] The headline and lead foreground community value rather than membership recruitment.

- [] Every project, partner, program item, date, time, address, cost and capacity statement matches an approved source.
- [] Every quotation, image, logo and partner mark has a recorded permission and permitted-use scope.
- [] The spokesperson and monitored media contact are ready to respond.
- [] The public response, privacy, access and change routes have passed direct, mobile and keyboard tests.
- [] Any QR code has a visible URL and passed final-size print scanning.
- [] The release contains no unresolved double-brace fields.
- [] Media distribution list, embargo handling, pickup monitoring and correction owner are assigned.
- [] Final accessible and editable versions, approval evidence and checksum are retained under this asset code.

Review record

Review domain	Reviewer	Outcome / required change	Date
Initiative accuracy			
Communications and proof			
Media and spokesperson readiness			
Accessibility			
Brand and rights			
Links and response pathway			
Final approval			