

Rock Falls Chamber of Commerce
Publicity Business Builder

**Fill Out and Mail/Email To Rock Falls Chamber
601 W. 10th St., Rock Falls, IL or rfchambr@cin.net**

Today's Date _____ Your Phone Number _____

Who _____

What _____

Where _____

When _____

Why _____

Comments for direct quote (include your title):

(The Below is For Chamber Office Use Only)

Date Article Developed _____

Date Sent Back For Approval _____

Date Sent Back to Chamber For Release _____

Date Sent to Media _____

See Reverse Side For Explanation of above.

Publicity Business Builder

How This Form Works

Make sure you fill out all of the questions.

Who? Your name, title and business.

What? The event or accomplishment or new product line you want to publicize.

Where? The location of the event or your business address. If this happened off site, be sure to include the location, city, state, etc.

When? The date of the event or when you began the new product line, etc.

Why? Why did you participate in the event, add the new product line or continued education.

Comments. Your comments will be attributed to you in quotation marks. For example.... “We attended the national conference to be better informed about our products and to better serve our customers, “ said John Doe, owner of Widgits International at 1234 Ave. A, Rock Falls.

**The remainder of the form is for Chamber Office Use.
Here is an explanation of what it is:**

Date Article Developed: This is the date the Chamber will list when the story is done.

Date Sent Back For Approval: This is the date the Chamber sent the story back to the business/owner/etc. for approval and release to the media. NO ARTICLE WILL BE SENT OUT OF THE ROCK FALLS CHAMBER WITHOUT FIRST BEING APPROVED BY THE ORIGINATOR OF THE STORY/NEWS RELEASE.

Date Sent Back to Chamber For Release: This is the date that the business/owner approved the article and when the Chamber received final approval.

Date Sent to Media. This is the date that the story was sent/delivered to the media.

IMPORTANT NOTE: The Rock Falls Chamber of Commerce has the right to refuse any submissions deemed unsuitable for this program. All Rock Falls Chamber members and other entities using this program will hold harmless the Rock Falls Chamber of Commerce. All media have the right to edit the news release to fit their own needs.