

**Articulate your message**

By Laura Spear



See whether you can articulate your club’s event, service project, fundraiser, or announcement in words a regular reader will care about. In other words, be sure what you’re doing is newsworthy.

Simply sending out a press release is no guarantee that it will get printed or read.

To **learn more** in **Rotary Voice and Visual Identity Guidelines**, [click here](http://rotary.org/brandcenter).

To**learn more** about **PR** for your club, click on the **Public Relations** section of the**navigation bar** of the [District 7910 website](http://rotary7910.org/).

Laura Spear, chair of District 7910's Public Relations Committee, may be reached at laura@spear.net.

[Click here](http://youtu.be/R-SKt78vYiM)for an **excellent example** of a **club-event promotional video** by Concord President **Steve Kirk**.

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