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**Put yourself in a reader’s shoes**

By Laura Spear

Try to think like the average newspaper reader. Search through the paper for stories, see what other non-profit organizations are promoting, and determine what editors think their readers find important.

Editors are your primary audience. That's because they’ll be deciding whether your story runs based on what they think their readers want to 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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