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**Get visual**

By Laura Spear



Visual content engages the public and media outlets. According to a recent survey, 80 percent of North American journalists believe photos, infographics, and videos are key ingredients of effective content.

Submit photos to your local newspapers, post videos and pictures on Facebook. Also, share visual images from Rotary International, District 7910, and other Rotary clubs.

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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