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**When a press release isn’t the answer**

By Laura Spear

Sometimes, the traditional press release isn’t always the answer - and not always appropriate. There are better ways for the public to read your news.

Alternatives include community-calendar listings and social-networking sites such as Facebook and Twitter. Think about what your local newspaper wants to communicate to its subscribers, and how important your information may be. (from [nonprofitpr.org](http://nonprofitpr.org).)

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/).

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[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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