

**Package Your experts**

By Laura Spear



A great way to let a reporter know about your experts is to send them an “Interview Q&A” with the expert on a subject. Additionally, provide a brief bio that outlines your expert's experience in a given subject. If they have media experience, list that as well. (from [nonprofitpr.org](http://nonprofitpr.org/))

Last week, I discussed **how to identify your club's experts**. [READ ARTICLE](http://portal.clubrunner.ca/50053/page/pr-tips-november-7-2016)

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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