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**Monitor the news**

By Laura Spear

[](mailto:laura@spear.net)

If you want to get in the news, this is pretty obvious – you have to know what is in the news. What’s the latest buzz? Respond to current events in a timely manner, and stay in tune with the news.

Tomorrow is National Hug-A-Tree Day, and your club plants trees? Bingo! A new report was just released that says if you attend summer camp you would be more likely to become president, and your club would provides summer-camp scholarships? Yahtzee!

You get the idea. Be proactive and ready to pitch your experts. (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/).

Laura Spear, chair of District 7910's Public Relations Committee, may be reached at [laura@spear.net](mailto:laura@spear.net).

[[](http://youtu.be/R-SKt78vYiM)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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