**[](http://rotary7910.org/page/rotary-district-7910-newsletter-november-28-2016)**

**Make your press releases newsworthy**

By Laura Spear

[](mailto:laura@spear.net)For a non-profit announcement to be considered newsworthy, it must have a broad, general interest to the target audience and a strong news angle (e.g. material information, new development, drama, human interest, local angle, consequence, etc.).

In addition, your release needs to be written in a journalistic, rather than marketing style. It should be objectively written as though a reporter were writing the story for you.

Most importantly, your release needs to “inform” people - not just sell them something. (From [Network for Good.](http://www.networkforgood.com/fundraising-software-and-tools-for-small-nonprofits/))

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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[[](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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