



## PSAs & Press Releases

**Does your club know how to contact your local media to get your PSAs & Press Releases published?**

### TIPS:

- **Contact your local TV stations and Newspapers, and ask what their submission policy is.**
- **Who is their contact person and contact information?**
- **What format is required?**
- **When is their deadline?**

**Create a media contact list for your club to utilize.  
Plan ahead to get the word out!**



**Does your club have a Club Facebook page?**

**No. Ask club members, family members or friends to help create one for your club.**

### TIPS:

- **Assign a member or two to post photos of your club's Service Projects, Award Ceremonies, Programs and fun times.**
- **Keep posts simple.**
- **Create an event page to promote your Fundraisers and other Special Events.**
- **Encourage members to "Like" and "Share" your posts.**

**Plan to take photos at all your club's events,  
so you will have plenty to choose from to post on Facebook !**