

# Finding the Right Traditional Media for Your Club Made Easier

While social media use at our clubs and District is common, adding traditional media just got easier.

Traditional media might be best defined as newspapers and radio stations. In today's media landscape, even these traditional media have their own social media or online presence.

But, thanks to a friend of Rotary with successful media knowledge, District 7390 has a listing of these by types of media on our website. To use this information, go to <https://rotary7390.org/page/presidents-resources-2024-2025> and look for the "Public Image" area.

There you will find a PDF document called District 7390 PDF Media List. As our District website can only host PDFs, once you locate the document, enlarging it and locating your area's media is easy.

- To make the chart larger, look in the bottom right corner and you will see the magnifying glasses. Tap the PLUS magnifier until you can comfortably see the column contents.
- To page up and down, use the gray slide bar to the right.
- To go from left to right, use the gray slide bar at the bottom.

At the top of the columns are column descriptions such as:

- Outlet Name
- Outlet Media Type
- Outlet Email Address
- Outlet Phone Number
- Outlet City
- Outlet County
- Outlet State
- Outlet Area of Coverage
- Outlet Website

Because these outlets do not follow city or town borders, county borders, even state borders, taking into account the coverage area is important.

It is advisable that when you search for and secure a good contact name at the media of your choice, develop a rapport with the media person you contacted and ask for their direct number or email address.

Should you have any questions, please contact Mechanicsburg North Rotarian Bob Saline at [bsaline@prworks.info](mailto:bsaline@prworks.info).