

Note, Rotary Clubs-

If you do not have a relationship with your local newspaper or radio station editorial team, now's a perfect time to strike up a connection:

We encourage using the Tri-District Governors' letter, replacing with your club president signatures. If approaching a news editor is new for you, they might be delighted to meet you, and particularly in person, if safe and practical. Here are best practices: research the name of the news editor before your approach. A hand-delivered visit, with your hard copy, with simultaneous digital send is a good move. Bringing a warm cup of coffee to your local editor, - the ultimate move! If an email is the only option, persist and follow up in a few days, to confirm receipt.

Remember your local radio stations, too, as 'talk programs' might springboard this topic into a live interview. Consider partnering up with a local healthcare professional leader and offering yourselves as a live program.

As of March 26th, here are the newspapers / stations who have already published our letter-to-editor:

Austin Statesman
Duluth Herald
Fargo Forum
Hudson Star Observer
Pine Knot / Cloquet
The Reader / Duluth
KDAL 610 AM / Duluth

We will update this list, so please connect with Kathy Ingulsrud kingulsrud@techchannel.com with successes!