

## How to Create Your Own News

You can create your own news using some of these suggested clever endeavors.

- Tie in with a news event of the day
- Tie in with media organization on mutual projects (Toys for Tots, food drives, summer projects for kids, etc.)
- Conduct a poll or survey
- Issue a report such as the surgeon general report on physical activity (Surgeon General.gov)
- Arrange a celebrity interview at your trail
- Form a committee and announce members
- Announce an appointment (new club president)
- Celebrate an anniversary
- Issue a summary of facts
- Tie in with a holiday or local festival
- Tie in with local hospital for an event health fair
- Appear/make presentations before public bodies
- Stage a special event at your event
- Adapt national reports and surveys locally
- Entertainment at your event
- Organize a tour or event
- Inspect one of your trails with Mayor, sports officials)
- Tie in with well-known weeks or days
- Make an award (give award to city official for support)