

PUBLIC RELATIONS, ROTARY & YOU

David Bacon





**WHAT'S THE
POINT?**

What's the point?

- increases (and retains) membership,
- grows financial support,
- provides channels for action within the community
- provides influence
- reputation and crisis mitigation

Today's Overview

1

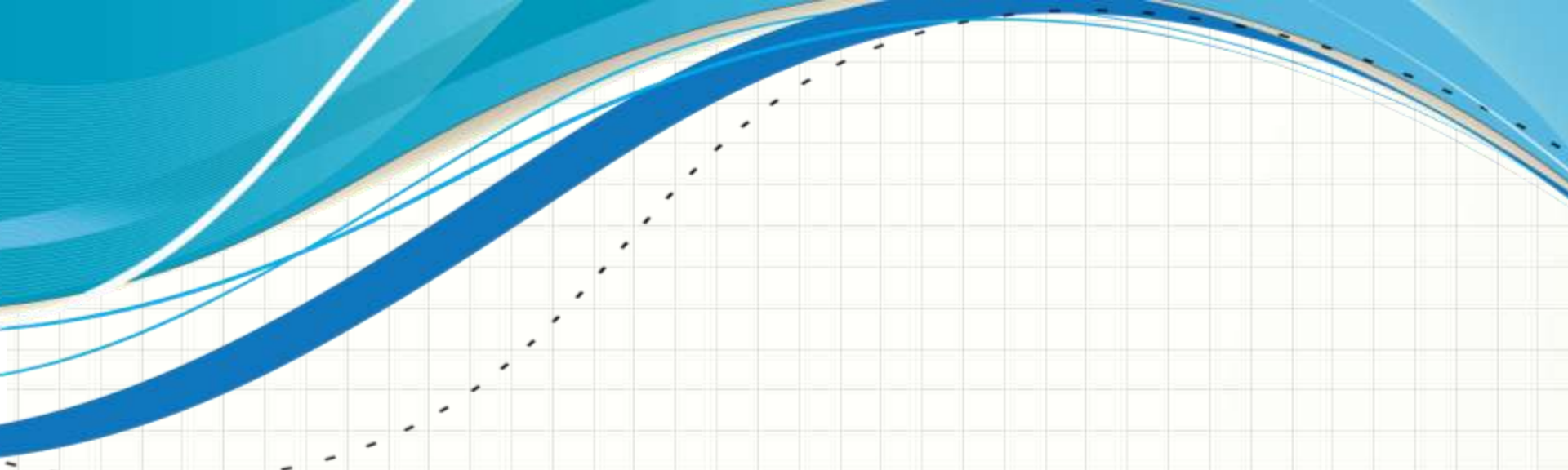
- What is Public Relations

2

- Why “do” Public relations

3

- Public Relations tools & resources



WHAT IS PUBLIC RELATIONS?

What is PR?

Public relations is a strategic communication process that builds mutually beneficial relationships between organisations and their publics. PR Society of America

“...a program of action to earn public understanding and acceptance.” Edward Louis Bernays

"the art and social science of analysing trends, predicting their consequences, counselling organisational leaders, and implementing planned programs of action, which will serve both the organisation and the public interest.“ World Assembly of PR Associations

(T)he practice of managing communication between an organisation and its publics.

What is PR?


- Process
- Relationships
- Understanding & acceptance
- Analysing trends
- Consequences
- Communication
- Organisations and publics

PR Disciplines

- **Financial** public relations – providing information mainly to business reporters
- **Consumer/lifestyle** public relations – gaining publicity for a particular product or service, rather than using advertising
- **Crisis** public relations – responding to negative accusations or information
- **Industry** relations – providing information to trade bodies
- **Government** relations – engaging government departments to influence policymaking
- **Community** relations – gaining publicity for events and fund-raising and maintaining the “franchise”

PR Activities

- Publicity **events**, pseudo-events, photo ops or publicity stunts
- **Speeches** to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances
- **Talk show** circuit: a public relations spokesperson, or the client, "does the circuit" by being interviewed on television and radio talk shows with audiences that the client wishes to reach
- Books and other **writings**
- Collateral **literature**, both offline and online
- **Direct** communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters
- **Blogs**
- **Social media** and social networks



**WHY “DO”
PUBLIC
RELATIONS?**

Why “do” PR

- cost effective marketing
- most logical way to market Rotary
- uses publicity in a wide variety of media that does not necessitate payment
- offers a legitimacy that advertising does not

Benefits of PR

- It builds visibility, familiarity, trust, and awareness
- It conveys a positive impression that shapes attitudes and perceptions
- Greater awareness of your organisation
- Build reputation
- Protect your reputation – crisis management
- PR is an affordable way to gain media exposure

Benefits of PR

- increases (and retains) membership,
- grows financial support,
- provides channels for action within the community
- provides influence
- reputation and crisis mitigation

Summary

- Good idea
- Process not an event
- Many disciplines – ours community PR
- Range of activities
- Benefits numerous



QUESTIONS?