



## Welcome to the first issue of P.I.N. from your District PR Team

Our goals this year are to support the DGs District logo competition, execute a PI project in each country, ensure every club has an active website or Facebook page and circulate Public Image news and information to support clubs.

Public Image efforts are vital to Rotary's continued growth and service.

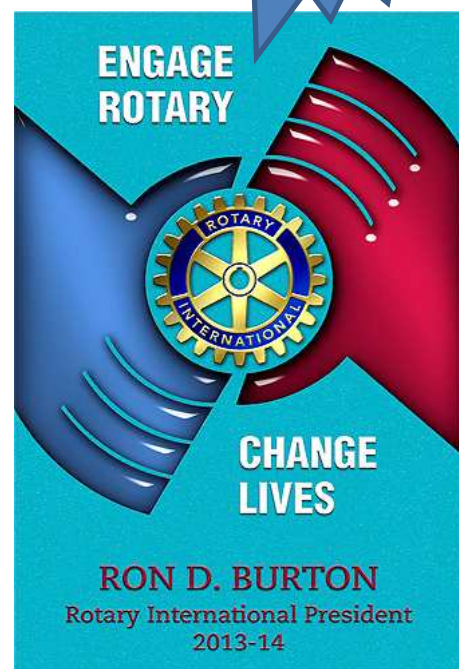
Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally. Effective PR campaigns build positive, strong relationships with their audiences.

But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks. That is why our team is here to support your club.



### IN THIS ISSUE:

- Writing a Press Release
- Zone 34 Public Image Citation
- A message from our Zone PI Chair
- Meet the District PR Team



# WRITING A PRESS RELEASE

The object of PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

## Inverted Pyramid

Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

## The 5 Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event
- When? The time, day and date of an event or the time period involved for a person or project
- Why? The reason the event, person or project is significant to the general public

In subsequent paragraphs provide details about the event or project, or describe how the club achieved something extraordinary.

"If **you** don't  
tell **your** story,  
someone else  
**will.**"

Lisa Horn, a.k.a. The Publicity Gal  
Rotary Club of Chicago

## PR KIT FOR CLUBS

If your club has already selected a new PR Chair, or if it just wants to boost its PR strategy, make sure to order the Public Relations Kit, which includes everything needed to help publicize your club's good works. The kit includes Humanity in Motion public service announcements, Effective Public Relations: A Guide for Rotary Clubs, the Media Crisis Handbook, and many other tools to help you share the story of Rotary. Order one now at [shop.rotary.org](http://shop.rotary.org).

# ZONE 34 PUBLIC IMAGE CITATION 2013-2014

REQUIRED ACTIVITIES	ADDITIONAL ACTIVITIES INCLUDE
Undertake a significant PR campaign in your community using RI PR materials	Start an electronic club newsletter and publicize to Rotarians and non-Rotarians
Define your club signature activity and promote this to the public	Emphasize vocational service through career counselling, professional networking events or career days
	Hold at least 1 fellowship event that is open to the public

Deadline for Submissions is **March 15<sup>th</sup> 2014**. Contact the District PR committee for more details or download the form from the website below.



<http://www.clubrunner.ca/Data/7020//HTML/201823//Zone34insidefinal.pdf>

## ***A Message from our Zone Public Image Chair Carlos H Giraldo, PDG***

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At RI's International Convention in Lisbon, past President Bill Boyd stated "*Rotarians don't tell their story outside of Rotary often enough, which may be one of the reasons membership has not grown but stayed the same for a number of years.*"

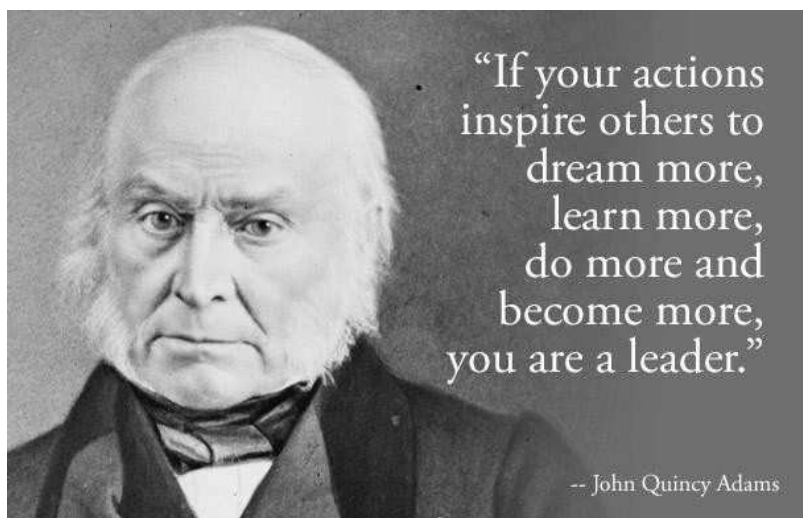
Boyd said we need to ask ourselves why we are losing members in so many countries and not receiving more donations from outside of Rotary. "*Is there something wrong with our message or how we are delivering it?*"

Two weeks earlier in Evanston at the conclusion of the Regional Seminar I queried district governor-elects on how the Rotary Public Image Coordinator team could help them as governors.

Thank goodness I did. Gary D. Smith (D6920 / Georgia) shared the obvious: "*Support to clubs on how and why they should tell their story - but first identifying the story.*" Gary, in my opinion, flipped past President Bill's question. It is not that there is something wrong with the message and how we are delivering it. It is: **What's the message?** and, **are we delivering it?**

So, according to Gary (and I agree with him), three things need to happen. First, clubs need to know why it is important they tell their story to the community. Second, they need to know how to use public relations tools to do it. Third, and most importantly, they need to determine what story they want to convey to the public.

The RPIC team took heed and we have outlined a plan based on Gary's request. But, I don't think what we will do is going to be enough.



**We need you**, as a leader in your club, to shout out the importance of "telling a story." Far more than telling a story, ask your club leaders to look at you club's history of activities and determine which avenue of service or fundraising activity best identifies the club in the community – what's the story to tell. And, under the same breadth, tell them how important "telling the story" engages members and attracts new ones.

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# MEET THE DISTRICT PUBLIC IMAGE TEAM

ROTARIAN	POSITION	EMAIL	COUNTRY
Lara Quentrall-Thomas	Chair	lara@regencytrinidad.com	Trinidad and Tobago
Sonya Alleyne	Vice Chair Newsletter	sagesonya@yahoo.com	Barbados
Carol Phillips	Newsletter	cphillo@cwjamaica.com	St Kiitts
Fabrice Valere	ICT	Fabrice.valere@free.fr	Martinique
Grayson Stedman Jr	Social Media	grayson.stedman.jr@hotmail.com	Dominica

*Please contact us with ideas and information about your club PI activities.*



**ROTARY INTERNATIONAL**

*There is no limit to what we can accomplish when we all serve with our whole hearts.*



**RI President Message**  
**Ron D. Burton**  
2013-2014

