

PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 3 Issue 1 July 2020



Getting the Recognition we Deserve

As a Rotarian it is always disappointing and frustrating when the media features an article about a project or program that Rotary has instigated or run without acknowledging the significant contribution made by our organisation. In most instances it's not the fault of the Rotarians involved, as they provide the relevant background information and visuals to accompany the story, but the newspapers or television stations choose not to include it—and all we can do is lament another opportunity that has been lost to promote the name "Rotary" to the wider community.

It was very gratifying, therefore, to hear Rotary acknowledged for its involvement in the End Polio Now initiative when the world media recently announced that the African Region is now free of the wild polio virus. The following report was released by Rotary International last week.

Rotary media coverage report: African region wild polio-free certification

Rotary and its members received significant positive coverage in leading media outlets for our leadership in eradicating wild polio in the African region, with our spokespeople quoted frequently.

Our global media strategy enabled Rotary to be mentioned in coverage throughout the African continent and in top international outlets, as well as coverage in priority countries such as the United

States, Germany, Australia, Canada, and India. Of course, Rotary wasn't in every single media report, but was mentioned in a substantial majority. In many instances, Rotary and WHO were the only Global Polio Eradication Initiative partners mentioned.

Here are some highlights:

Leading media outlets around the world published more than **90 stories** that highlighted Rotary's role in eradicating wild polio in the African region, with the majority of coverage quoting Rotary spokespeople, including Rotary International President Holger Knaack, Nigeria National PolioPlus Committee Chair Dr. Tunji Funsho, and others.

A joint op-ed by Rotary International President Holger Knaack and WHO Director-General Tedros was published in at least **10 outlets**, including top-tier outlets like Al Jazeera, Frankfurter Allgemeine, and

Die Welt.

Rotary Public Image Coordinators (RPICs) throughout Africa were instrumental in securing additional media coverage of the milestone. Working with members of the Public Relations team, RPICs and other Rotarians with media expertise secured over **80 pieces of coverage** in Africa and Europe.

Efforts to provide Rotarians globally with a toolkit promote the milestone in their communities resulted in further global coverage, including extensive coverage in the UK.

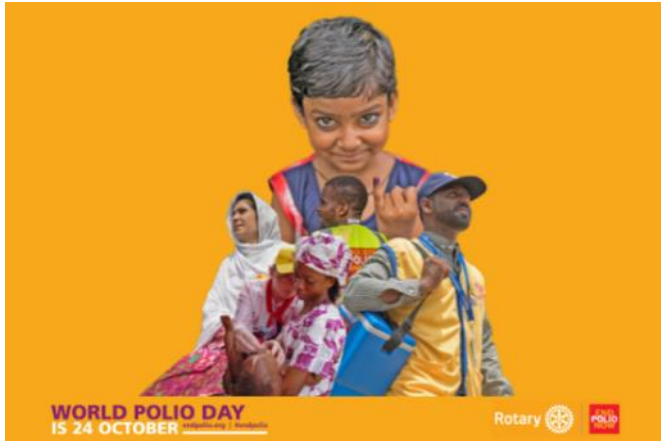
Social media posts on Rotary's channels reached **4 million people** and resulted in **517,000 video views** and **93,000 likes/comments/shares**. Celebrities like John Cena, Ade Adepitan and Itzhak Perlman posted and tagged Rotary on social media. Between 25-27 August, Rotary was mentioned more than **22,000 times** on Twitter and Instagram.



World Media Outlets reporting on African polio-free certification

World Polio Day: October 24th

One Day. One Focus: Ending Polio



Source: RI Polio Plus Newsletter Polioplus <polioplus@rotary.org>

World Polio Day

[World Polio Day](#) is a time for Rotarians and Rotaractors across the globe to raise awareness about our work to eradicate polio for good. If we stay committed to making progress, polio will be the second human disease ever to be eradicated.

In our fight to end polio, we've used our collective strength to defeat this devastating disease in almost every part of the world. This year, the World Health Organization's African region was certified free of wild poliovirus – showing that eradication is possible even in very difficult circumstances. Wild poliovirus still paralyzes children in Afghanistan and Pakistan, and as long as polio exists anywhere, it remains a threat everywhere.

Let's Take Action

A polio-free world is possible, but we can achieve it only by taking action together. With the challenges to vaccination programs posed by the COVID-19 pandemic, it's even more crucial that Rotary continues to build awareness and raise funds for polio eradication.

Join the effort to vaccinate children and end polio by organizing a World Polio Day event for your community. In 2019, [Rotary members held more than 5,900 events in 136 countries](#). This year, online events and activities will allow us to expand our reach even more and inspire others to join us.

Not sure how to take action for World Polio Day? From virtual event ideas to social media posts and photos, the World Polio Day Toolkit can help you start planning and promoting your activities now.

[Download the World Polio Day Toolkit](#)

World Polio Day Online Global Update

Mark your calendars to watch Rotary's World Polio Day Online Global Update on 24 October. New this year: Those who [register World Polio Day events](#) by 15 October can download the 2020 global update program early – a week before World Polio Day.

[Register your World Polio Day event](#)



RISPPO Staff Celebrating World Polio Day in 2019

Connecting to the Media

How to talk to your local press

Every person or organisation has a story to tell which will interest the media.

We need to increase public awareness and understanding of Rotary to set the stage for membership growth, fundraising and collaboration.

Rotary members are actively working to improve communities around the world and have so much to share with an external audience so they can learn about Rotary and also hopefully join in our efforts.

The positive news is that media needs stories now more than ever - journalists require fresh information to plug into websites, papers, radio slots and television slots.

Time zones and printing schedules don't limit the media anymore and most news outlets have a 24-hour news cycle to meet the growing demand to deliver news as it happens.

The challenge is to package and present stories in a way that will get them covered by media.

Below are a several factors that can determine whether a journalist will be keen on a story.

- **News hook:** A clear reason for telling a story at a particular time. Does the story relate to current events, trends or observances?
- **Timeliness:** News that is about to occur, ongoing or near completion.
- **Proximity:** News that pertains to issues, people or events to occur within the location of a media organisation and audience.
- **Prominence:** News that involves public figures, celebrities and notables.
- **Human interest:** News that elicits sympathy or emotional response.
- **Consequence:** News about the result of something that has significant impact on the news organisation's audience or influencer's followers.



Angela Stavrogiannopoulos

- **Visually compelling:** New or unique and attention getting images that dramatically convey the message.
- **Data:** Relevant statistics and research that support the story.

Handy tip: do the following two things if you'd like to learn more and stay up to date with what media tend to write about or how you could fit into the mix.

- Get to know your local media by reading the local newspaper, watch the evening news, listen to the radio to discover what stories are being shared.
- Also, follow their social media channels to identify where your story might fit in to their mix.

For further information on how to create a pitch please contact angela.stavro@rotary.org

Angela Stavrogiannopoulos is Sr. Coordinator Communications and Public Relations at the Rotary International Office at Parramatta ,

Evan's Top Tips for social media

- * Tell a **story** with your pictures and make them appealing
- * Don't **overload** your page, post often but not too much
- * Encourage your members to buy into social media & to **share** your posts
- * Increase your **visibility** by tagging friends, venues
- * Post content that is **relevant** to your audience
- * Create a social media **strategy** for your club
- * Use **scheduling** & post at the best times of the day
- * Be mindful of what you post & always keep it **positive**
- * Have **FUN!!**



*Evan Burrell
Assistant Rotary Public Image Coordinator
2018-21*

DO YOU HAVE A SIGNATURE BLOCK FOR YOUR EMAILS?

A signature block is a powerful way for Rotarians to spread the word about Rotary. This is my RPIC signature block:

Consider that we have over 28,000 Rotarians in Zone 8 each sending on average 3 e-mails per day, that equates to over **30 million** opportunities to promote Rotary each year.

Designing a Signature Block for your emails is quite simple, but if you need help, please contact me on gina.growden@bigpond.com and I will be happy to assist.

PDG Gina Growden

Rotary Public Image Coordinator 2018-2021

Zone 8 (Australia, New Zealand and the Pacific Islands)

PO Box 296 Avoca Beach NSW 2251

M: 0412 128 106 E: gina.growden@bigpond.com



COVID: IT'S NOT ALL BAD

Much has been said over the past few months about the negative affects of COVID -19 on Rotary since Australia was forced into lockdown in early March in order to stop the spread and minimise the impact of the pandemic. There is no denying that it has had a huge impact on how clubs operate and we are yet to establish what the 'new normal' will look like.

Many clubs are still meeting virtually on a regular basis and any physical meetings are for strictly limited number of members who are required to 'grab a seat and stay put' during the meeting. Fellowship and social interaction has certainly been adversely affected.

Membership numbers are falling, and fundraising projects have, in many cases, been indefinitely postponed, or cancelled. No money coming in means there's little or no funds available to support the traditional projects we are involved in.

This, of course, has had a flow-on

effect on our efforts to raise our public image. We are not being active in the community and therefore we are not able to promote our clubs through social media or our local papers or radio - indeed, in my own community the local newspaper has closed 'indefinitely' due to COVID!

However, in keeping with our 2020-21 International theme "**Rotary Opens Opportunities**", the 'down-time' has provided us with the chance us to re-think how we do things and to plan for 'post-covid'.

From a Public Image perspective the lockdown has provided an ideal opportunity for clubs to attend to those issues that have been on the back burner for some time - such as developing a public image plan for the club; updating clubs merchandise including banners, club brochures, name badges, polo shirts, and road-side signs; and most importantly getting our social media branding right especially in regard to our

website and Facebook pages. I'm thrilled to report that adoption of the correct branding by clubs has risen dramatically since I commenced my term as Rotary Public Image Coordinator in June 2018. My initial research, before taking up the role, indicated that over half the clubs in my own district (53%) had websites that displayed the wrong Rotary logo, old presidential themes, out-of-date stories/information or had links that didn't work.

Fast forward two and a half years, and I'm delighted to report that that figure has fallen to just over 25%, which I am told by my assistant coordinators is reflected in their districts as well. **So I congratulate you all for your efforts in raising Rotary's public image.**

Now for the other 25%

PDG Gina Growden
Rotary International Zone 8
Rotary Public Image Coordinator 2018-21

Get ready for Reconnect Week: 5-11 October

During Rotary Alumni Reconnect Week, 5-11 October, Rotary members and alumni will gather to share their experiences, network, and exchange ideas for staying involved in Rotary.

Join the action! Create a post on social media and tag it #RotaryReconnect. Hold a virtual meeting with alumni to share ideas. Invite an alum to speak at your online club meeting.

Read inspiring profiles of alumni who are making a difference. And visit our [Reconnect Week](#) page for even more ideas.

Re-connecting with past exchange students

A number of Clubs are using their Zoom meetings as an opportunity to re-connect with past Rotary Exchange Students. One club recently devoted an entire regular club Zoom meeting to reconnect with past exchange students from all over the world who had been hosted by the club. Comments from the members were very favourable, saying it was wonderful opportunity to catch up with the former students and to learn about their lives post-exchange, and in some instances to meet their family who joined them on the meeting. The club plans to hold similar meetings on a semi-regular basis and encourages other clubs to do the same.

Getting our branding right!

Whilst great progress has been made over the past few years with adoption of the correct use of the Rotary logo by clubs and districts, there is still quite a bit of confusion about what constitutes 'compliant' use of our official logo—our Masterbrand signature. These are some of the most common questions/issues that I am asked regarding use of the logo. If you are unsure, please contact me (gina.growden@bigpond.com or 0412 128 106). It's easier/cheaper to ask first than to correct later!

Rotary



The Masterbrand signature (above) should not be used by Clubs

All logos should be personalised with the Club, District or Project/Partner's name:



Club logos should always include the word "Club"

Including 'Inc.' in the logo is generally only necessary for official documents (eg letterheads and annual reports etc) - but check your club by-laws!

The old Blue and Gold logo is not to be used



Keep other graphics away from the logo



"Rotary" has to be on the left of the wheel, and centred—the following logos spotted recently are not consistent with Rotary International's branding requirements.



Rule of thumb: Always use the template in the Brand Centre to create your logos

Sharing our Rotary Stories

Rotary under COVID-19

COVID-19 has unquestionably affected how Rotary operates now. Traditional club fundraising activities have been halted through the need for self isolating and social distancing and the limit to how many people can congregate in an area at any given time. This has forced many clubs to 'do things differently' and to be innovative in helping those in need rather than just handing over a cheque.

These are just a few projects that have come to our attention in recent weeks.

Mary Macs food drive

Mary Mac's Place Woy Woy is a **not-for-profit community kitchen** where volunteers provide a hot lunch, washing and shower facilities and referrals to other services for the homeless and disadvantaged people in the local community. Like many charities, Mary Macs has suffered in recent months due to COVID-19.

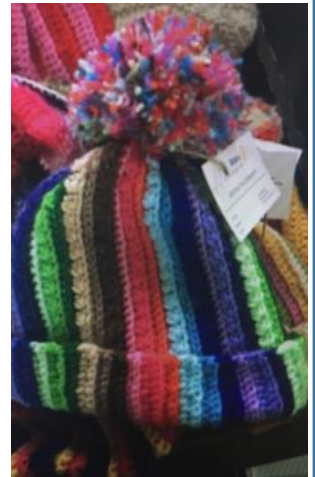
The Rotary Club of Umina Beach (District 9685), a long-term supporter of Mary Macs, working in conjunction with the local Woolworths store, recently held a grocery drive collecting donations of foodstuff from shoppers. The items were then transported to Mary Macs to boost their dwindling supplies.

A great service project which does not involve raising funds!



Beanie sales support ROMAC

Knitter Bronwyn, 2019-20 President of the Rotary Club of McLaren Vale in South Australia along with 2020-21 President Briony Casburn and her husband, Jerry, travelled to Nepal in March 2020 with the ROMAC (Rotary Oceania Medical Aid for Children) Team. Bronwyn befriended children who needed medical attention and made a commitment to raise funds for ROMAC. Back home, she made over 60 beanies, headbands and hats and raised over \$1,000 for ROMAC. The members of the McLaren Vale club have since got behind the project and have been active in recruiting others to help make more beanies. A win-win situation: giving the knitters a purpose during lockdown as well as providing a resource to raise much needed funds to support a wonderful Rotary Program.



Computers for the elderly

A project to provide second-hand laptops, i-pads and i-phones to Rotarians who are elderly or not

computer savvy, has solved the problem of how to engage isolated members during lockdown. Many clubs have one or two members

who don't have access to technology or are not connected to the internet and are therefore unable to join in the Zoom meetings enjoyed by the majority of members.

As well as providing the necessary hardware, the project, which has been taken up by a number of clubs around Australia and New Zealand, also provides wifi connectivity and gives training on how to use the equipment.



Celebrating Rotary 100



The Central Blue Mountains Rotary moving billboard has been on the road for the past four years travelling two or three times a week from Katoomba along the Great Western Highway into western Sydney.

The truck, owned by Colless Foods, Katoomba, has covered more than 200,000km and been seen by millions of people in that time.

It will be on the road next year as part of the 100 year celebrations of Rotary in Australia.

Acknowledgements: Rotary Club of Central Blue Mountains: Horizons 16th September 2020

Seen recently on Facebook!

Branding is Everything!



\$1.25

VS



\$4.00



ZONE 8 VIDEO CLIP COMPETITION 2020-21

THE 2020-21 VIDEO CLIP COMPETITION FOR ZONE 8 IS NOW OPEN

AIM OF COMPETITION

THE AIM OF THE COMPETITION IS TO
ENCOURAGE CLUBS TO CONSIDER USING VIDEO
AS A MEANS OF TELLING THEIR ROTARY STORIES,
AND TO BECOME FAMILIAR WITH THE ROTARY:

'PEOPLE OF ACTION' CAMPAIGN

TO DEVELOP A TOOL WHICH COULD BE USED TO
PROMOTE THE CLUB THROUGH LOCAL MEDIA,
SOCIAL MEDIA AND AT CLUB EVENTS

WHO CAN ENTER?

ALL ROTARY, ROTARACT AND INTERACT CLUBS
IN ZONE 8 (AUSTRALIA AND NEW ZEALAND +
PACIFIC ISLANDS) CAN ENTER.

DISTRICT ENTRIES ARE WELCOME!

CONDITIONS:

VIDEOS MUST BE NO MORE THAN 2 MINUTES IN
LENGTH

MUST DEPICT CLUB MEMBERS AS "PEOPLE OF
ACTION"

MUST ILLUSTRATE HOW ROTARY OPENS
OPPORTUNITIES IN 2020-21

MUST DISPLAY CORRECT ROTARY BRANDING

MUST BE PRODUCED 'IN-HOUSE' USING A I-PAD,

I-PHONE (OR SIMILAR) OR VIDEO CAMERA

MUST NOT BE PROFESSIONALLY PRODUCED

CLOSING DATE

VIDEOS ARE TO BE SUBMITTED TO ROTARY
PUBLIC IMAGE COORDINATOR, GINA GROWDEN
BY 31ST MAY 2021. (EMAIL LINK TO
GINA.GROWDEN@BIGPOND.COM)

MORE INFORMATION:

MOBILE: 0412 128 106



PEOPLE OF ACTION—NOW SHOWING

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN LAUNCHED



Rotary's **Public Service Announcement** campaign has been launched by Rotary International and all clubs are encouraged to participate.

By featuring People of Action ads on your club website and social media channels you are helping Rotary expand its reach. Consider approaching your local community radio, newspaper or television station to see if they would be prepared to participate in the campaign.

We have 30 second and 70 second audio and video tapes of "Power in our Connections" with Australian voice-overs which are available for

Clubs to download from the Zone 8 Website and [You tube](#) channel.

Your own, personalized, People of Action advertisements for your websites or your Facebook posts, can be easily created using the templates in the Brand Centre at [rotary.org](#).

Ads can be created for both print and social media and you can choose from a variety of verbs to describe how your members are People of Action.

The People of Action campaign Guidelines (also available in the Brand Centre) is a great tool for helping you create your ads—In the guide, you will find a page that will



walk you or your club through the questions to tell your story. Once you've answered these important background questions, you will know the story you want to tell.

If you need help with creating your ads, the Public Image team is available and willing to help. Contact us on gina.growden@bigpond.com.

Contact Details for Zone 8 Rotary Public Image Coordinator Team members:

Gina Growden (NSW & ACT) Mob: 0412 128 106, Email: gina.growden@bigpond.com

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