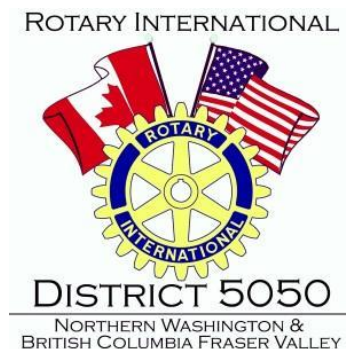


Public Relations

District 5050
Rotary



Handbook 2013-2014



A Reflection for Consideration in Reviewing This Document

Past District Governor Sean Hogan has noted that there are three methods to reach out to the public, each of which are important as part of a public relations communication strategy. They are:

1. Traditional media - print, television, newspaper, billboards, pamphlets, etc.
2. Social media - Facebook, Twitter, Linked In, YouTube, etc. These are both free and powerful resources that we are not adequately using. With respect to Facebook - the average age of users is 39 and the most common use is for parents and grandparents to exchange pictures of children. This is our target market but we are not utilizing it effectively at all.
3. The original method that Rotary used at the very beginning of our organization - direct person to person contact. Encouraging members to wear their pin and Rotary gear, display their Four Way Test, etc., and to tell their Rotary Stories. Be more proactive in telling people what we do (as opposed to what we are) and inviting them to attend a meeting as either a visitor or potential member.

***Editor's note (2-08-2014):** The following document is a work in progress. It was initially developed with a focus on the traditional form of public relations in print media. The plan is to update the material and include information on the use of the changing world social media.*

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INTRODUCTION

Lend A Hand

This handbook has been prepared to help clubs in District 5050 to reach their Rotary objectives with the assistance of public relations techniques. In the handbook we will answer the following questions:

WHY should we use public relations in our Rotary activities?

HOW can we build public relations into our club projects?

WHO is the target audience?

WHAT is the message?

WHEN should that message be delivered?

HOW should the message be delivered?

This handbook is intended to provide examples of innovative public relations initiatives used in Rotary and other non-profit organizations. It utilizes work the acquired from another Rotary district by PDG Rod Thomson, former RI Rotary Image Coordinator for Zone 24 West, when he was the District 5050 Public Relations Chair. This edition is being updated to recognize the contributions of traditional media and the advances with social media.

Send your public relations ideas and suggestions to the District 5050's PR Chair. We are looking for ways to further improve the handbook and to enhancing the ways in which the Rotary brand of promoted in our communities.

During a Rotary International Council on Legislation session, each Rotary club is requested to have a club chair of a public relations committee.

Thank you,

Bob Knight, District 5050 PR Chair for 2013-2014

Email: rdkpdk@aol.com

OUR OBJECTIVE: TO MAKE ROTARY THE MOST VISIBLE SERVICE CLUB THROUGHOUT DISTRICT 5050

Rotary International is one the of largest service club organizations through which Rotarians carry out an impressive range of activities in local communities and around the world. But it seems that the depth and breadth of Rotary activities remains a well-kept secret! Rotarians are the only ones who can unlock that secret! An active public relations program at the club, city/region, and district level, will increase recognition of Rotary projects and activities.

Public relations is not an end in itself. It is a tool to toward achieving our Rotary goals and objectives; and it should be incorporated as a central part of all Rotary activities in District 5050 and make Rotary the most visible service club in your community. With your support and involvement we can make that happen!

WHAT IS PUBLIC RELATIONS?

Public relations is what you do to win the cooperation of others to achieve the goals of your Rotary club. It is the connection between your Rotary club and the people it serves. In some places around the world there are people depending on it to survive.

For an individual Rotary club or for District 5050, public relations includes any communication you have with: The general public; anyone else who has a special interest in Rotary (e.g. club members, other Rotary clubs, the district governor); organizations whose cooperation you need to achieve your club's goals (i.e. the chamber of commerce, the town council, sponsors or the provincial/state government minister).

Public relations is more than trying to get media coverage or arranging paid advertising. It can include your club's name on signs and banners, leaflets, displays, speeches, letters, brochures, and presentations to your community audience. Utilize local connections to the Rotary goal to eliminate Polio, such as reporting on a club member who has participated in a Polio immunization program and the number of people he or she has protected.

WHY DO IT?

Your club's objectives can be achieved more easily with the public support that results from effective public relations. Public support for your club is based on your community's knowledge of what your club does locally and, to a lesser extent, internationally. Your Rotary club should have an active public relations program in order for your club to be well known in the community. People may know that your club exists; however, are your club's goals, objectives, and activities well known and supported?

Membership development is a continuous focus in Rotary clubs. The average age of Rotarians in many clubs is increasing. We need more members, younger members! We need their ideas, their energy, and their enthusiasm. We need to reflect the ethnic diversity of our communities. To attract new, younger members, Rotary must be seen as being relevant by men and women in the community who are membership candidates. To do that, Rotary clubs must publicize their many contributions to the community.

To make your fund raisers more successful. People in the community support Rotary fund raisers for two reasons: they believe they are getting value for money and they believe they are supporting a "good cause". Public relations is the vehicle for making sure that people in the community are aware of your club's activities and see your fund raisers as a "good cause".

WHO IS YOUR TARGET AUDIENCE?

- Before you can develop your message, you must determine who your target audience is.
- If you are targeting prospective members – What age range? Are they female or male? Business, Government, Nonprofit affiliations?
- If you are promoting a fundraiser - Is the attendee likely to be male or female? If it is a family event, are you focusing your efforts on parents and grandparents? Is age and demographics a consideration in developing your message? Does your club have a clear inviting message to provide to potential attendees?
- If you are seeking partners to share the cost or work involved in a project, the audience might include the chamber of commerce, other service clubs, other volunteer organizations or charitable foundations. Does your club have an updated list of these potential donors?
- If local government support is a critical part of the success of your club's projects, are you keeping them informed of your contributions to the community? Are the local media and politicians aware of the public support for your club's activities?
- If your club is having difficulty attracting exchange students, have you considered promoting the program to students, teachers, parents, school division administrators and grandparents?

WHAT IS THE MESSAGE?

Rotary International has a rich assortment of public relations resources which you club can employ to get your message out. Let's take a look below at some of the examples.

- The high recognition of Rotary International's name and symbol; however, there are people who haven't heard of Rotary; who don't recognize the Rotary Wheel; or have heard about Rotary but do not know what Rotarians do.
- The reputation of Rotary of For those people who do know something about Rotary is excellent. Your public relations initiative should build on that reputation!
- Your Club's Success Stories and Accomplishments. These are the "grist" for the public relations "mill". Focus on what your club is going to do, and what it has done, for the local community over the past one to three years. Talk about community projects and exchange student happenings.
- Your Members. The skills and connections of your club members can be of great help in delivering your public relations message. They may have connections in the media.
- Financial Resources. While public relations needn't involve large expenditures of money, clubs do have resources to develop signs and banners, print club profiles and promotional leaflets.
- Venues to Deliver the Message. Your club and its individual members are in regular contact with your target audience. Let's look at some examples:
- Are you promoting your club at all of your fundraisers?
- Are your members promoting your club and Rotary International in their place of business?
- When your club has a work party in the community, do you have "Rotary at Work for the Community" signage on display?

What is the message - Local Focus First

- What do you want your audience to know about your club? What do you want them to do? Your message will be determined by the answer to those questions.
- While Rotary's international projects will certainly be of interest to your audience, you may find that they are initially more interested in your club's projects in the community. What parks have you improved? What seniors' homes have you sponsored? What have you done for youth in your community? What local students have participated in the student exchange program?
- Tell them about your community projects first! Let prospective members and event supporters see that their involvement with your club will make a difference in the lives of the people of your community

What is the message - Know Your Audience

- What you say depends to a great extent on who you are telling it to. Let's look at a few examples.
- Prospective members should be able to see how their involvement in your Rotary club will make a difference in the community and in the world. They should be able to see how they will benefit personally. They should also be able to see that they will be associated with a group of men and women who are committed to achieving Rotary goals (Whoops! Have you communicated Rotary goals?) and who represent a wide variety of vocations.
- Supporters of fundraisers want to know about the event (date, time, what they receive, cost, etc.). But they also want to know how the proceeds (their money) will be used.
- Politicians will be interested in how your club's project improves the community. Does it complement other projects? Does it reduce public expenditures or help to reduce the impact of budget cutbacks?

WHEN SHOULD YOU TELL THEM?

Good timing is essential; don't begin too early or too late. Your public relations activities will normally be timed to coincide with major events or activities. There are many opportunities to get your message out, and repetition is very powerful! Consider what your club does that is newsworthy.

- Projects that have a significant positive effect on the community.
- Club meetings featuring a newsworthy speaker or celebrity.
- The completion of major projects or fundraisers.
- Hosting Group Study Exchange and Exchange Students.

HOW SHOULD YOU TELL THEM?

Effective public relations start with developing an effective plan and message; and involves thinking about:

- What your club does.
- What people think about your club.
- What you want people to think about your club and its mission.
- How you are going to reach your audience.

The plan depends on many factors.

- Are your club's goals known in the community?
- If you tried public relations before, why were your initiatives successful or unsuccessful?
- Are there several service clubs in your community?
- Are all clubs doing the same thing in the same way and having similar problems, or are other clubs having more success.
- Do people or organizations in the community support your club's goals?

HOW SHOULD YOUR MESSAGE BE DELIVERED; THERE ARE MANY OPTIONS?

- Club fact sheets, direct mail, and personal contact.
- Telephone campaigns, speakers' bureaus, and print media.
- Promotional material, websites, and broadcast media.
- Signs or plaques, brochures, and newsletters.
- Telephone information line, displays, and rolling billboards.
- Billboards and bus boards.

THE POWER OF ASSOCIATION

The accomplishments of individual clubs make very worthy stories to be used in presenting pictures of the value of the Rotary brand. District 5050 has many examples of the ways in which bringing two or more clubs together makes for an even more impression for media releases.

A few years ago the district had a Group Study Exchange that involved First Nation/Native Americans with native persons from western Australia. The Rotary Club of La Conner coordinated with the Rotarians came together from many clubs for a joint meeting at the Swinomish Reservation along the side of the Skagit River.

The Rotary clubs of Coquitlam, Coquitlam Sunrise, and Port Moody have participated in Operation Red Nose. A unique program dedicated against drinking and driving.

Members of Rotary clubs in District 5050 have joined together for international projects: wheel chair trips to Mexico, construction of school buildings in Guatemala, and friendship exchanges to South Africa

A Bunch of Public Relations Tips and Ideas

Public Relations Tip#1

Ask local merchants to promote your Rotary event on their reader board signs. They benefit by demonstrating their commitment to the community and your club gets the Publicity.

Public Relations Tip #2

A well-designed and well-located Rotary landmark in your community (eg. The Rotary Fountain, The Rotary Clock or Rotary Stadium) can provide **high profile and consistent** public relations for years to come!

Public Relations Tip #3

When your members see your club's achievements in the media, it helps validate their role in Rotary! In addition to attracting new members, PR helps to retain existing members.

Public Relations Tip #4

Seek out members in membership classifications who can help implement an active public relations program: newspaper, radio station, and television station personnel, print shop managers, advertising agency professionals, and website designers are some examples.

Public Relations Tip #5

Does your community newspaper use column fillers? How about having them use one that reads: "Improve Your Community – Join Rotary" with the Rotary Wheel graphic and a contact telephone number?

Public Relations Tip #6

Banners and Signs: Banners or signs displaying your club's name and the Rotary Wheel is a great way to promote your club. Use them at fundraisers and announcements. A banner stating: "The XYZ Rotary Club Working for Our Community" at a work site or special event speaks volumes about your club's contribution.

Public Relations Tip #7

Develop a list of key media contacts. Find out if any of your club members know them or have other contacts in the sales department of the newspaper, radio and television station who can put you in touch with reporters or editors. Contact these people. Find out which of your club's events and activities would be considered newsworthy and how much lead time they require to assign a reporter.

Public Relations Tip #8

Advertising: Free publicity is great but sometimes paid advertising is necessary. Using local flyer or ad-bag distributors to deliver your fundraiser publicity can be effective. Cost is relatively low and you can target particular geographic areas or building. Make sure your announcement is well designed and appealing.

Public Relations Tip #9

At your fund raiser, distribute a one page leaflet titled "Thanks for Your Support". In it, thank your guests and add the information from your club's Fact Sheet . You may end up with some new members!

Public Relations Tip #10

Build public relations into the project planning at the beginning, and not a week before the event . In that way the project gets publicity and the public relations event helps to build the public image of the club.

Public Relations Tip #11

An information table at your local shopping mall will help to increase public awareness of your club's projects and activities. Use your club banner, some attractive enlarged photos, a video or a PowerPoint presentation to create interest. If your club has access to a pop-up display, that will make your display even more interesting. Staff the booth with outgoing members who will initiate conversations.

To get media coverage for your event, here's a few suggested steps to follow:

- Send out a Media Advisory 7 to 10 days before the event. The Advisory should describe the event, the time, the place and provide the name of a media/membership contact who can provide more information. Contact title to be refined.
- Follow up to determine which media outlets will be in attendance.
- Distribute a well-written Press Release at the event which summarizes the project, its benefits to the community, and provides background information on your club.

Public Relations Tip #12

Develop a newsletter with other Rotary clubs. Use it as a handout during joint promotional projects. Don't forget to include a contact name and number for membership.

A BLUE PRINT FOR PUBLIC RELATIONS SUCCESS

The most difficult part of most tasks is getting started. That is often the case for unfamiliar tasks in which we don't have any experience. Following are some suggested actions to help you get started:

1. Appoint Public Relations Coordinator. The coordinator will become the club expert on public relations and will implement the public relations plans you develop (see below). If you have someone in your club with marketing experience or media connections, that is a bonus.
2. The first task of the PR Coordinator is to develop a fact sheet for your club. The fact sheet should include the name of the club, the year it was formed, the number of members, club projects and fundraisers, where you meet, and a contact point where people can get more information or become a member. This one page fact sheet on club letterhead is a basic tool for your public relations activities and should be widely distributed at membership meetings, fundraisers and other events. And it can be updated yearly.
3. At the beginning of the Rotary year, arrange a meeting involving the PR Coordinator and your club's projects and fundraiser chairs. Review every project and fundraiser to develop an effective PR plan for each event for the year. Develop a timeline for each event, what you want to communicate, and how you plan to do it.
4. Implement the Plan. For each event the PR Coordinator should handle the PR tasks (for example, having signs or banners made up, writing press releases or speeches, contacting the media, – see PR Tips throughout the handbook). The project or fundraiser chair can then focus on making sure the event goes smoothly.
5. Share your successes. All clubs can benefit from the successes you achieve. Pass them on! Send them to your District 5050 PR chair; that will send them to all clubs with a registered PR chair. Some even end up in the RI Newstips.

Media Kits

A media kit is a set of materials designed to communicate your message in detail to reporters and media directors. It is used to help reporters and directors gain an understanding of your organization, product or service so they will write about it.

Media kits are excellent tools for developing effective working relationships with media representatives of newspapers, magazines, radio, cable and television. They should be included as part of your media relations campaign. A good relationship with the media is vital to getting good news coverage.

You may send the kit to the media when you make a significant news announcement, present the kit at a meeting you may have with the reporter or public service director, or distribute the kit to representatives from the press at trade shows or conventions.

Remember that you are the face of Rotary, speak with a smile!

MEDIA KIT FORMAT

The materials that make up a press kit are usually assembled in a standard two-pocket folder. Choose folders that have slots for your business cards, and in a color that complements your printed Rotary literature. Media kit materials typically used include the following information pieces (insert on the right side of the folder, from front to back):

The Tip Sheet or Notice or Event: The tip sheet is used to notify assignment editors a few weeks in advance about what is taking place, when, where and who to contact for more information. It should be typed, kept in Word for further editing and printed on your letterhead, including the following information:

- Media Contact's Name
- Company Name
- Address
- Business Phone Number
- After Hours Phone Number
- Summary Headline
- Event Description
- Date & Time
- Location (Be sure to give directions if the location is difficult to find)
- Background information

Press/News Release(s): A press release is something that you will use to inform the media of what you are doing that is new, different, better and newsworthy. Keep your press release short (about 500 words or less). Type it, double space and do not use both sides of the paper. Media people are busy and they have hundreds of press releases to go through a day so make it as interesting, neat and simple to follow as you can. In fact, write it like a story, not like a fact sheet but like an article that could be printed as is.

Editing: It is very easy to type something up, but don't forget to edit any items that are released on behalf of the club. Take your time, have an additional member review for additional review comments, writing style and typos before anything is put to print or officially released online.

Biographical Documentation: It is a feature story all about you that you can use to influence the media to write about you or invite you to a broadcasting session. However it must be interesting, and give your readers a feel for who you really are. A standard biographical narrative is roughly 200-250 words.

Positioning Paper: This document is commonly used by non-profit agencies to let us know what has already happened, and what should happen next. This paper should be no longer than 500 words, however the initial media release of this information should be 100 words or less and include your position and arguments as well as counter arguments, if appropriate. Insert, on the left side of the folder, from front to back:

Clip Sheet: A clip sheet is a photocopy of all the publicized stories written about and by you with the name of the publication and the date of when the article first appeared. You can leave these articles with media sources to show your perceived value in the eyes of others.

Chronology/Case History: A case history is the perfect opportunity to describe how you help solve people's problems with your services and expertise. It should not be any longer than two pages and should begin by describing the client's problem, and if at all possible, this is a good time to include a quote that confirms the client's needs. Next explain how the client used your services to solve his/her problem and benefited by your expertise in particular. Again use a quote to show how this same process can be used to help others with similar needs.

Photograph prints: You need to make sure you use quality photos. Action pictures are best, but posed photos are sometimes more appropriate. Your photos should be black and white, 5"x 7" and an 8" x 10". On the back on the photo should be a sticker with your name, the details of the event and the follow-up information. Do not try to type or write on the back of a photo; it shows through. And don't send original copies; always keep ten original because you won't get them back.

Photographs, digital: Many media outlets prefer digital photos, which can be sent through email. Digital photos should follow the same rules as printed photos with a good description, including names of those in the photo. Contact the media outlet to determine the best digital format (ie. jpg, tif) for their use. You can check to see if their system firewall will exclude some attachments too.

Highlight/Fact Sheet: A fact sheet simply highlights all the features and benefits clients receive when they utilize your services. The highlight or fact sheet provides service descriptions, different ways it can be used, and contact information. This fact sheet should be printed on letterhead and have the usual contact information in the top left hand corner.

Previous Media Contacts: Since a clip sheet only pertains to printed information, it is necessary to have a list of previous electronic media resources. Simply type the name of the radio or television program, the call letters, city and province/state, the date the program aired, the name of the host and the name and phone number of the producer.

Face Sheet: A face sheet is much like a table of contents to let them know where they can find different pieces of information and let them know if they have everything they should have.

Sending a press kit (by Snail Mail or Fax):

Prepare a pitch letter - A pitch letter is a short, one-page piece of correspondence that accompanies a press release or a press kit. The pitch letter serves as a motivator for the reporter to review the contents of the press kit by quickly and clearly explaining why the media's audience would be interested in the story. Highlight a few notable details and suggest several angles for the story. Mail the materials and follow up. Contact the reporter, media representative or public service director and make sure they received the materials. Maintain contact with them by sending updated information like press advisories and additional press releases on a regular basis.

Oh hey, you are not alone:

- It is okay to ask other Rotarians questions when putting media statements together. There is so much to learn about Rotary that you may not understand.

Helpful hints for placing follow-up calls:

- Be organized before you place the call.
- Try to call during morning or early evening hours. This is usually “down time” for reporters.
- Open the call by asking if they are “on deadline.” If yes, ask for a good time to call back. If no, be ready to “pitch” your story in 1-2 minutes.
- Assume that the contact is overloaded with written materials advising them of upcoming events and reports.
- Be prepared to re-send your news by fax or email. Ask for their fax number or email address.

THE MEDIA RELEASE

Below are sample opening paragraphs along with suggestions and ideas for creating media releases for a variety of Rotary activities. Note: The names and places listed in the following examples and may not exist.

CLUB ACTIVITIES AND PROGRAMS

Davis Elected President of Springdale Rotary Club

Springdale resident Martin Davis was elected president of the Rotary Club of Springdale, to serve for one year beginning 1 July. A Rotarian since 1990, he is vice-president of the First National Bank.

As president of the 68-member club, which received its charter from Rotary International in 1936, Davis will be responsible for strengthening the group’s participation in community and international service projects while attracting new membership. The club meets every Thursday at Oscar’s Restaurant.

You Should add:

- Quote from new president on his/her plans and hopes for the year
- Previous club positions and honors, with dates (director, Paul Harris Fellow, etc.)
- Club’s community and international projects
- Standard closing RI paragraph (see last page)

Send to:

- Local and community newspaper
- College alumni publication and company newsletter of club president
- Publications or professional journals of which the president is a member

Notes: Include a black and white portrait photo with the president’s name on the back.

Local Rotary Club Learns About City Library

Members of the Rotary Club of Cloverdale will learn about the financing and features of the proposed new city library when Robert Lindsey, president of the library board, addresses the club at its weekly luncheon Thursday, October 21, at Fred’s Restaurant.

The present library has been a beneficiary of Rotary club fundraising activities for many years. Rotary club members established and maintain a vocational reference section and have paid for subscriptions to many periodicals, including The Rotarian magazine.

Send to: Local and community newspapers, newsletter of the organization the speaker represents

Rotary Raffle to Benefit Charities

Local organizations that help youth and elderly will be beneficiaries of the third annual Rotary Raffle, sponsored by the Rotary Club of Standwood, to be held Oct. 14. This year's club fund-raiser features a grand prize of \$7,500 and 99 other prizes donated by local merchants.

Recipients of the proceeds will be the Boys and Girls Club, Meals on Wheels, the Standwood Teen Counseling Center and the Standwood Seniors Activity Center. Following last year's raffle, three other non-profit organizations shared \$13,200.

You Should add:

- Time/location of raffle drawing
- How the public can participate, including ticket cost and contact information
- Other major prizes/donors

Send to:

- Local and community newspapers
- Calendar listings that include benefit events
- Churches and other houses of worship
- Local radio stations
- Offices of organizations receiving proceeds

Rotary Fund-Raiser Nets \$14,400 for Local Groups

The third annual Rotary Club of Lumbertown raffle, held Wednesday, October 14, raised \$14,400 that will be divided equally among four Lumbertown charities, announced Rotary Club President Tom Johnson, vice president of Advanced Technologies.

Checks for \$3,600 will be presented to officials of the four organizations during the club's weekly luncheon meeting Nov. 18 at Fisherman's Restaurant. Frank Shelby, of Port Washington, held the lucky number for the \$7,500 grand prize.

You Should add:

- People who will accept the checks (if known), and their organizations
- Some beneficiaries of previous fund-raising events

Send to:

- Local and community newspapers
- Calendar listings that include benefit events
- Churches and other houses of worship
- Local radio stations
- Offices of organizations receiving proceeds.

Newtown Rotarians Celebrated 50 Years of Service

The Rotary Club of Newtown will celebrate five decades of Rotary service to the Newtown community during a dinner-dance on Feb. 18 at the Empire Suites Hotel. The club, which received its charter from Rotary International in February 1952, will announce a new service project to commemorate the milestone anniversary. Among special guests who will address the Rotarians are Newtown Mayor Richard Lewis and Bill Hunter, governor of Rotary International district 0000, which includes 64 clubs in the northeastern section of the state.

You Should add:

- Additional details of the celebration event (Is public invited?)
- Examples of current and past community service projects
- Club involvement in the programs of RI and The Rotary Foundation

Rotary International Official to Meet with Local Rotarians

Members of the Rotary Club of Steward will host a visit from Rotary International District Governor Bill Hunter, of Milltown, during their weekly luncheon meeting on Sept. 10 at Plank's Restaurant.

Hunter, who oversees the activities of the 68-member Steward club and 51 other Rotary clubs in the northeastern section of the state, will meet with local Rotarians to learn about their concerns and service projects. He also will describe his plans for the district during this Rotary year and bring the club up to date about the worldwide programs of Rotary International and the Rotary Foundation in which they can participate.

You Should add:

- Quote from club president about the visit or the club's plans for the year
- Examples of club services activities
- Standard RI closing paragraph (see last page)

Notes: Other special visitors — RI and Foundation officers as well as non-Rotarians — may merit an announcement in the local media.

ROTARY MONTHS

Anderson Rotarians Celebrate World Understanding Month

World Understanding Month, observed annually by members of Rotary clubs around the world, will be celebrated by the Rotary Club of Anderson with a dinner dance—featuring a variety of native costumes and ethnic foods and music—on Friday, February 20, at the Maple Tree Inn. The public is invited.

The event, entitled “The World Comes to Anderson,” celebrates the 99th anniversary of Rotary International. Founded in Chicago in 1905, it is the world's first service club, with 1.2 million members in more than 162 countries.

You Should add:

- Special guests, such as Rotary Youth Exchange students, GSE team members or Rotary Foundation Ambassadorial Scholars; political, cultural and civic leaders; a special speaker
- Details about the event; entertainment, cost, and where tickets are sold
- How the club participates in RI and Rotary Foundation programs around the world, and any other international activities in which the club is involved
- Financial support the club has given to The Rotary Foundation for its international humanitarian and educational programs
- Standard RI closing paragraph (see last page)

Notes:

- Remember to update figures in second paragraph. See RI publication, “Rotary Figures at a Glance.” Also see “Rotary Fact,” for descriptions of all RI and Foundation programs; available to download on the RI web site.
- Some other Rotary Months that offer publicity opportunities:
 - Youth Activities Month—September
 - Vocational Service Month—October
 - Rotary Foundation Month—November
 - Rotary Awareness Month—January

RI AND FOUNDATION PROGRAMS

Rotary Club Seeks Scholarship Applicants

The Rotary Club of Anderson is looking for applicants for a 2004-2005 Rotary Foundation Ambassadorial Scholarship, awarded by Rotary International District 0000.

Some 1,300 Rotary scholarships will be awarded worldwide for study in one of the 162 countries where Rotary clubs are located.

According to Anderson Rotary President Tom Johnson, the scholarships, worth up to \$25,000, are intended to enhance international understanding and good will, and carry with them some “ambassadorial” responsibilities.

You Should add:

- Explanation of the student’s “ambassadorial” responsibilities; appearance before Rotary clubs and districts, school, civic organizations and other forums, during and after the study year, to represent their homeland and to improve international understanding.
- Description of necessary qualifications
- Types of scholarships available
- Applications deadline and information on how to obtain applications
- If appropriate, number of previous scholars sponsored by club and/or district
- Standard RI closing line (see last page)

Notes:

- Contact your district Foundation committee for scholarships available, the total to be awarded and current scholarship values. See RI publications “Rotary Figures at a Glance,” for current RI statistics.
- This format can be adapted for other programs: Group Study Exchange, Rotary Volunteers, Rotary Youth Leadership Awards (RYLA) and Rotary Youth Exchange.

Rotary Selects Local Woman for Trip to India

Jeanne Harris, of Bellington, a chemical engineer for Aquasystems, Inc., will join four other areas residents on a Group Study Exchange (GSE) trip to northern India for five weeks in April, sponsored by Rotary International District 0000. Harris applied for the trip through the Rotary Club of Bellington.

The GSE program of The Rotary Foundation annually arranges the exchange of approximately 500 teams of business and professional people between paired Rotary districts in different countries to enhance international understanding and good will. While living with Rotarian families, team members study the culture of the host country and how their professional peers practice their vocations. Each team is led by an experienced Rotarian. A team from a Rotary district in northern India will visit the Bellington area in May.

You Should add:

- Brief biographical information about the team member
- Names/cities of other team members

Notes:

- A news release is also appropriate to announce that your club/district will host visitors from abroad.
- Review the “GSE Media Kit” available for download on the RI web site.

Rotary Youth Exchange Student Returns from Korea

Jane Smith, 16, daughter of Fred and Susan Smith of Porterville, returned from Kyung San, Korea, where she spent the academic year as a participant in the Youth Exchange program of Rotary International. Her visit was sponsored by the Rotary Club of Porterville.

Jane, who will be a senior at Porterville High School this fall, was one of an estimated 7,000 Rotary Youth Exchange participants worldwide who this year visited other countries and lived with families for extended holidays or a school year. There are more than 30,000 Rotary clubs in 162 countries.

You Should add:

- Quote from student
- Information on activities abroad: study subjects, extracurricular activities, travel
- A brief profile of host family (or families)
- Standard RI closing paragraph (see last page)

Notes:

- Returning alumni of other programs may also merit a news release: Ambassadorial Scholars, Rotary Volunteers, GSE team members.
- Obtain copies of photos of program participants in host country and offer to the media.
- Returning program participants usually make good interview subjects for the print and broadcast media — contact local newspaper editors and broadcast news producers.
- Update figures by accessing the RI website “Figures At A Glance.”

Rotarians Form Interact Club for Darrington Students

Twenty Darrington High School students are charter members of a new service club, Darrington Interact, which will receive its charter Thursday, March 20, at Oscar’s Restaurant during the weekly luncheon of the Rotary Club of Darrington, which organized and sponsors the club. Interact President Patricia Wilson, a junior, and Rotary President Tom Johnson will lead the ceremonies, and school principal Sheryl Jackson will be a special guest.

A program of Rotary International since 1962, Interact clubs for secondary-school students initiate projects that benefit their communities. Rotarians worldwide have formed some 7,700 Interact clubs in more than 107 countries and geographical regions.

You Should add:

- Projects to be undertaken by the Interact Club
- Other Interact officers

Notes: See Interact documents or the fact sheet “Figures at a Glance,” available online on the RI web site, for current statistics.

AWARDS AND RECOGNITIONS

Swanson is Named Rotary Foundation Paul Harris Fellow

Douglas Swanson, president of Thompson & Swanson Communications, was named a Paul Harris Fellow of The Rotary Foundation of Rotary International during a luncheon meeting of the Rotary Club of Russell, on Tuesday, July 30, at Collector's Restaurant

Swanson, a member of the club, received the recognition from Club President Tom Johnson, vice president of Advanced Technologies. He joins approximately [726,000] Paul Harris Fellows named in honor of the Chicago lawyer who founded Rotary International in 1905.

The recognition is given to individuals who contribute US \$1,000 — or in whose behalf such a contribution is made — to The Rotary Foundation for its international humanitarian and educational programs.

You Should add:

- A quote from the Paul Harris Fellow
- A brief listing of Foundation programs
- Standard RI closing paragraphs (see last page)

Notes:

- If donation was made by someone else, obtain permission to mention that person and include the reason for bestowing the recognition.
- See RI publication "Rotary Figures at a Glance," available online on the RI web site, for current statistics.

Williams Receives Major Award from Rotary International

Dr. Edward C. Williams, a Hardrock orthodontist, is the recipient of a Service Above Self Award from Rotary International, the highest honor given to Rotary club members by the international service organization. The award was announced in Barcelona, Spain during Rotary's international convention, June 23-26.

Williams, a member of the Rotary Club of Hardrock, is one of 144 Rotarians worldwide to receive the award this year. It recognizes individuals who exemplify the Rotary motto of "Service Above Self" through their volunteer work. A maximum of 150 Rotarians receive the award annually from among 1.2 million Rotarians in 162 countries.

You Should add:

- Volunteer activities of the recipient
- A quote from the recipient and/or the club president
- Standard RI closing paragraph (see last page)

Send to:

- See earlier entry for new club president

Notes:

- Update figure for number of awards given in current year.
- Adapt this format for other RI and Foundation awards, such as Citations for Meritorious Service, Distinguished Service Award, etc.

Rotarians to Honor 'Unsung Hero'

Gregory Parker, a community activist who started a drug information hotline, "Drug Facts," in Index three years ago, will receive the second annual Unsung Hero Award of the Rotary Club of Index. A plaque and check for \$1,500 will be presented to Parker during the club's luncheon meeting next Thursday, May 3, at Miners' Restaurant.

According to Johnson, the Rotary club's board of directors initiated the award to recognize Index residents who work quietly to improve the quality of life for others, in hopes that more citizens will also work toward that goal.

You Should add:

- Some results, if known, of recipient's project

STANDARD CLOSING PARAGRAPH

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, and help to build goodwill and peace in the world. There are over 1.2 million Rotarians who are members of more than 30,000 Rotary clubs in 162 countries.

Public Relations Tips:

As was noted at the beginning, this Public Relations Manual continues to be a work in progress.

Please send your district PR committee your recommendations on ways in which you would like to see it further enhanced the ways to project the *Image of Rotary*, to the general public and to members of Rotary clubs.

Thank you!

Robert (Bob) Knight,
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