

Public Image



Last month, we reviewed the importance of the image you yourself present to the public. So many people who know you, also know that you are a part of Rotary, and they get much of their impression of Rotary from **YOUR** behavior and actions.

Let's move on now, to other ways and devices to present a good Public Image about Rotary. Your club gets its local image from the things that it does, that the public learns about. It is actually, a form of advertising for your club to let everyone know who you are and what you do. It is a certainty that once these things are fully understood, you will be surprised at how many good people out there would like to be involved with Rotary.

The key is to develop the most effective (both in results and efficiency) cost plan to follow, and at the same time, be sure that club members are "on board" and can work well with it. Some clubs have a regular "PR" member, who regularly gets local press coverage. Some clubs also have people in Radio and/or TV that can arrange for Public Service Announcements (PSA's) to be aired. These familiar routes to recognition are a good foundation. In addition, technology has made sites like Facebook into another possibility.

The long range purpose of Public Image is to help obtain membership and participation. Have your club's PR efforts been effective or as effective as you would like? The success of these methods, or lack thereof, all have common threads. Consider:

-) Are you reaching the right audience?
-) Are you really catching the eye of the viewer? Will your message be received?
-) Does it need to be highly localized to be meaningful?
-) How can we evaluate what we are already doing, or look for improvement?

We will be reviewing these ideas over the next few months. We are developing templates to help clubs create handouts, newspaper circulars, recorded PSAs and other materials. My assignment as District Public Image Coordinator means I will devote time, effort, and experience to assist any club, as it may request. Financial co-op funding may be available, so don't hesitate to ask.

Our goal is to let people know what we do, and that it defines who we are. Call me at 218.365.4841 or email rotarycraig@yahoo.com .