

MEMBERS OF OUR 2022-2023 PUBLIC IMAGE COMMITTEE TEAM

Roles for this TEAM is to create and implement a plan to tell Rotary's story to the public, support each club's public image efforts, and to promote the district and club's projects and activities.

- Tommie Buscemi
- Charlie Buscemi
- Kaliko Veiseh
- Barbara Franklin
- Stacy Brevard
- Maria Cortez-Ochoa
- Steve Magoon
- Currently onboarding & training recent TEAM addition, Yunchiu Chang

Tommie Buscemi (Co-Chair)

- Serves as District Webmaster ensuring that the district website, www.Rotary5890.org is current and updated with accurate information and positive impression to the public
- Oversees the creation of all Rotary District 5890 branded material and assets to ensure compliance with the Rotary International branding guidelines
- Creates logos for all District 5890 Committees for use in promo material and websites
- Creates videos to promote events, fundraisers, and district events
- Creates promo videos for District Membership & Rotary Foundation Committees
- Coaches the District Interact and Rotaract Committees about each club using compliant logos
- Ensures that clubs are using the Rotary logo and brand appropriately
- Creates club logos in Brand Center and provides to each Rotary club and also teaches clubs how to create their own club logo and logo lockups
- Develop PI campaigns and media relations strategies
- Maintain updated promotional material and publications (brochures, videos, social media posts etc.)
- Hosts public image educational and training opportunities for Club Public Image
- Serves as a public image resource for clubs (use of Brand Center, social media, local media, developing a marketing campaign etc.)
- Establishes and maintains a public image network made up of Club PI Committee Chairs
- Shares ideas among clubs to help raise the clubs' profile in their communities, maintains the Rotary District 5890 YouTube Channel

Charlie Buscemi (Co-Chair)

- Performs semi-annual "Club Website & Social Media Audits" and provides each club a copy
- Maintains Facebook pages for Rotary District 5890 and Rotary District 5890 Governor
- Liaison with Club Public Image Chairs to assist clubs develop their own public image plan
- Helps develop public image educational and training opportunities for Club Public Image
- Recommends new individuals to District Governor for the Public Image Committee
- Seek opportunities for partnerships, sponsorships and advertising
- Make sure new members to Public Image Committee receive appropriate training

Barbara Franklin (The Rotary Foundation Liaison)

- Provides updates and strategies in regards to The Rotary Foundation
- Shares ideas that can promote district and global grants in the greater Houston-area
- Provides changes to publicly recognize (ONLY with the recipients approval & authorization) Bequest Society, Paul Harris Fellows, Paul Harris Society, Major Donors, Arch Klumph Society, etc
- Provides collaborative training to support The Rotary Foundation at District 5890 events and shares how public image supports knowledge in the community
- Coordinates with Public Image TEAM

Stacy Brevard (Membership Liaison)

- Provides updates and strategies in regards to Rotary Membership Leads
- Shares innovative ideas that can promote membership recruitment and retention using public image resources
- Provides collaborative training to support membership and retention throughout the District and shares how public image supports our efforts to GROW ROTARY!
- Meets regularly with Public Image TEAM

Kaliko Veiseh (Graphics)

- Creates graphics for district governor and district committees
- She has served as Club Public Image Chair, so she shares her unique perspective regarding the needs and ways to help Rotaractors and Rotarians serving in those positions.

Maria Cortez-Ochoa (District Photographer)

- Attends activities, trainings, and projects to take photos for use in our promotion of District 5890, and our clubs, district committees, etc. to promote Rotary

Steve Magoon (Assistant District Photographer)

- Attends activities, trainings, and projects to take photos for use in our promotion of District 5890, and our clubs, district committees, etc. to promote Rotary

RESPONSIBILITIES OF OUR ENTIRE COMMITTEE TEAM:

- Serve and support our Rotary District 5890 Governor, Governor-Elect, Governor Nominee, and clubs
- Lead by example and share stories that show your district as people of action, through social media and other media
- Encourage clubs to communicate with external audiences to promote the impact they make in their communities
- Oversees the creation of all Rotary District 5020 branded material to ensure compliance with the Rotary International branding guidelines
- Get media coverage for local projects by cultivating relationships with journalist.
- Work with clubs to use the resources available on the Brand Center to create and use club logos that reflect Rotary's brand guidelines and develop materials that are distinctly Rotary
- Promote the End Polio Now campaign, our areas of focus, grant successes, and alumni activities.
- Plan and conduct the District 5890 Vibrant Club Workshop in consultation with the governor and district trainer, as well as the District Membership, Community Service and Rotary Foundation chairs.
- Create and maintain a strong public image emphasis
- Coordinate with district governor a budget for public image.
- Manage all the publicity for the district.
- Develop new strategies, operate, and actively evolve the following:
 - District Website – update and maintain on weekly basis
 - District Social Media platforms Facebook – create and follow posting calendar
 - Instagram - update
 - Our Two (2) YouTube Channels – create and add videos on regular basis
- Utilize our 15+ videos showcasing our District 5890 Rotaractors and Rotarians at their community service projects (full-length plus individual segments) available on our Rotary District 5890 YouTube Channel:
 - *“We Are Rotary – Houston”*
 - *“People of Action – Houston”*
 - *“Rotary In Houston”*
- Create custom and informative videos promoting all district events and projects
- Create custom videos promoting Membership and The Rotary Foundation district/global grants, etc.

- For clubs, we'll create custom videos (club logo and URL) for promotional use on the club website, and social media platforms.
- Other media that is identified and viable for District advertising
- Contacting monthly and/or quarterly the media regarding newsworthy stories of district events, speakers, and projects.
- Integration of Rotaract member data into district website
- Help clubs understand "Internal" versus "External" messaging