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 promotes 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