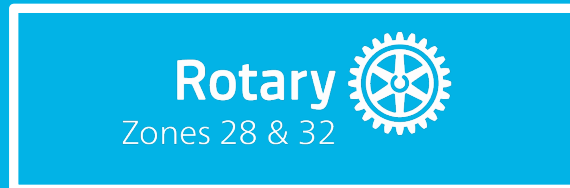




SUPPORTING ROLES – PEOPLE & RESOURCES TO HELP YOU SHINE, INCLUDING AI & THE MEDIA



**BUILDING
PARTNERSHIPS
WITH TRADITIONAL
MEDIA**

The media are
your friends



“Reports of my death have been greatly exaggerated” – Mark Twain

- 92% of Americans and 70% of Canadians listen to the **RADIO** every week.
- 81% of Canadians read **newspaper** content on all platforms every week 124 million American adults read newspaper media each week
- 67% of Canadians get their **news and current affairs from TV**, 80% from the internet

A light brown, textured speech bubble with a tail pointing downwards and to the right, set against a dark brown wood-grain background. The text inside is written in a black, cursive script.

Why should
I care?

What's in your media release?

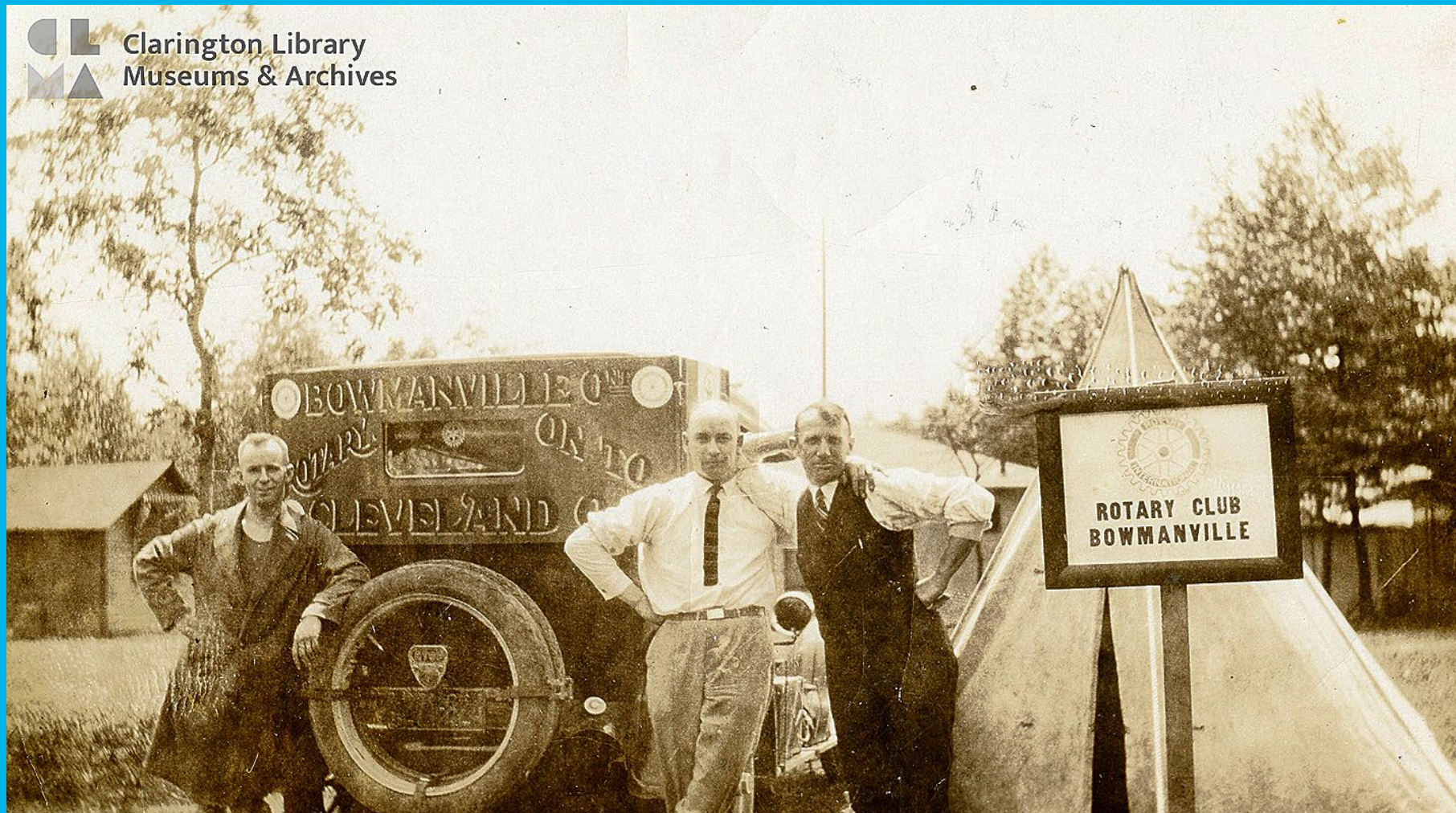
- Make your opening count
- Tell a story
- Facts matter
- Quotes make it real
- Links make it a doorway
- Your logo makes it official
- 5 W's
- No pun intended
- For more info....

A PICTURE IS WORTH....





Clarington Library
Museums & Archives

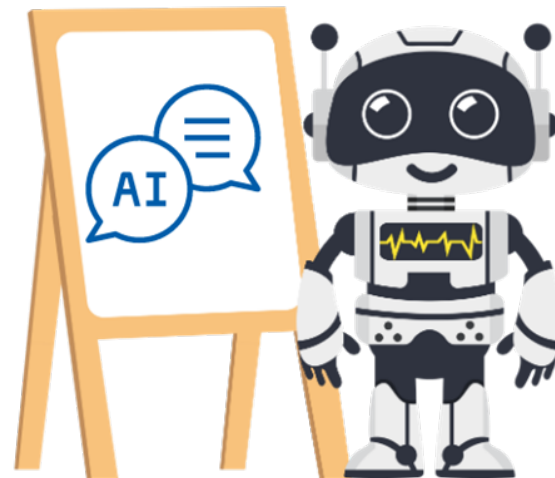


**LEVERAGING AI TO
INCREASE YOUR
IMPACT**

AI

AI can be a powerful tool for Rotary Public Image Champions to enhance communication, storytelling, and marketing. It can save you time!

How can we make friends with AI?



Chatgpt

- Conversation like
- Saves your chats
- Prompts are key

The screenshot displays the ChatGPT web interface. On the left is a sidebar with a 'New chat' button and a list of previous conversations, categorized by time (Previous 7 Days and Previous 30 Days). The main area shows the 'ChatGPT 3.5' model selected. A large white speech bubble contains the text 'How can I help you today?' with the OpenAI logo above it. Below this are four suggested prompts in rounded rectangular buttons: 'Compare storytelling techniques in novels and in films', 'Tell me a fun fact about the Golden State Warriors', 'Explain airplane turbulence to someone who has never flown before', and 'Explain this code: *cat config.yaml | awk NF*'. At the bottom, there is a text input field with the placeholder 'Message ChatGPT...' and a send button. A footer note at the bottom right states 'ChatGPT can make mistakes. Consider checking important information.'

Example Prompts

- Use a (casual, fun, inspiring, serious) voice & tone
- Act as a...
- Make shorter/longer, condense, summarize, # of words
- Make into a newsletter article/facebook/instagram post or website/blog post etc..
- Give a call to action direction
- Ask me questions qualifying questions until you can answer

write a short social media post to get people to watch the video Rotary District 7430's monthly video about Hello Everyone! Time for more Magic!!!

The Rotary International theme for August is Membership & New Club Development. As we discussed last month, Growing membership is a top priority of our Rotary International Action Plan and THE #1 priority for our District. We have so much to offer to potential members! A solid history of giving and doing good in our communities and around the world. But we must get the word out!! making more and more magic happen!!

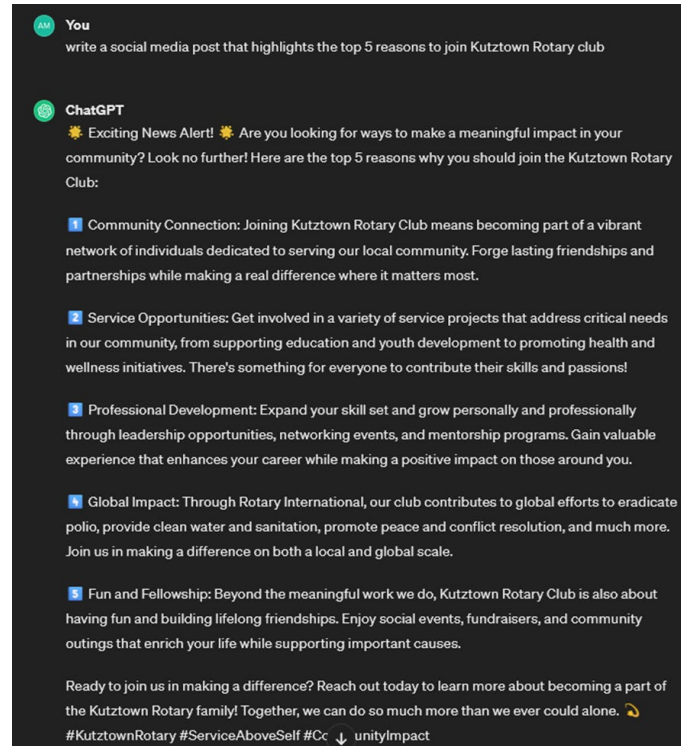


📺 ✨ Check out the latest video from Rotary District 7430! 🌟 This month, we're diving into the theme of Membership & New Club Development. Growing our Rotary family is our top priority, and we've got some magical tips and strategies to share! 🌟 Whether you're a club leader or a passionate Rotarian, this video will inspire you with creative ways to attract new members and celebrate our vibrant community. Don't miss it! 📄 🔗 [Link to video] #RotaryMagic #MembershipMonth #Rotary7430 #PeopleOfAction #RotaryInternational

USING AI TO CREATE SOCIAL CONTENT STRATEGY

Prompt:

- “write a social media post that highlights the top 5 reasons to join Kutztown Rotary”



The screenshot shows a chat interface with a dark background. On the left, there are two circular avatars: a green one with 'AM' and a blue one with 'GPT'. The text is white and yellow. The 'You' message is a prompt to write a social media post. The 'ChatGPT' response is a detailed post with five numbered points and a closing paragraph with a smiley face and hashtags.

You
write a social media post that highlights the top 5 reasons to join Kutztown Rotary club

ChatGPT
🌟 Exciting News Alert! 🌟 Are you looking for ways to make a meaningful impact in our community? Look no further! Here are the top 5 reasons why you should join the Kutztown Rotary Club:

- 1 Community Connection:** Joining Kutztown Rotary Club means becoming part of a vibrant network of individuals dedicated to serving our local community. Forge lasting friendships and partnerships while making a real difference where it matters most.
- 2 Service Opportunities:** Get involved in a variety of service projects that address critical needs in our community, from supporting education and youth development to promoting health and wellness initiatives. There's something for everyone to contribute their skills and passions!
- 3 Professional Development:** Expand your skill set and grow personally and professionally through leadership opportunities, networking events, and mentorship programs. Gain valuable experience that enhances your career while making a positive impact on those around you.
- 4 Global Impact:** Through Rotary International, our club contributes to global efforts to eradicate polio, provide clean water and sanitation, promote peace and conflict resolution, and much more. Join us in making a difference on both a local and global scale.
- 5 Fun and Fellowship:** Beyond the meaningful work we do, Kutztown Rotary Club is also about having fun and building lifelong friendships. Enjoy social events, fundraisers, and community outings that enrich your life while supporting important causes.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 😊

#KutztownRotary #ServiceAboveSelf #CommunityImpact

Kutztown Rotary Club is in Kutztown. Favorites · 4d · 🌐

👉 **Community Connection:** Joining **Kutztown Rotary** means becoming part of a vibrant network of People of Action dedicated to serving our local community & beyond. Forge lasting friendships & partnerships while making a real difference where it matters most.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 📩 #kutztownrotary



Kutztown Rotary Club. 2d · 🌐

Global Impact: 🌍 Through **Rotary International**, our club contributes to global efforts to eradicate polio, provide clean water and sanitation, promote peace and conflict resolution, and much more. Join us in making a difference on both a local and global scale.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the **Kutztown Rotary Club!** Together, we can do so much more than we ever could alone. 📩 #kutztownrotary



Kutztown Rotary Club Favorites · 1d · 🌐

Service Opportunities: 🙋 **Take Action** - Get involved in a variety of service projects that address critical needs in our community, from supporting education and youth development programs to fighting hunger and supporting the environment. There's something for everyone to contribute their skills and passions!

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary Club team! Together, we can do so much more than we e... See more



Kutztown Rotary Club. 2d · 🌐

people if you spend \$35. and 13 others

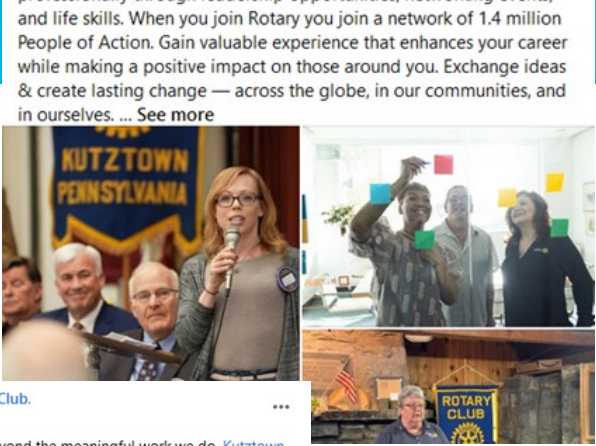
Fun and Fellowship: 😄 Beyond the meaningful work we do, **Kutztown Rotary Club** is also about having fun and building lifelong friendships. Enjoy social events, fundraisers, and community outings that enrich your life while supporting important causes.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 📩 #kutztownrotary



Kutztown Rotary Club. 2d · 🌐

Professional Development: 🛠️ **Kutztown Rotary Club** provides opportunities to expand your skill set and grow personally and professionally through leadership opportunities, networking events, and life skills. When you join Rotary you join a network of 1.4 million People of Action. Gain valuable experience that enhances your career while making a positive impact on those around you. Exchange ideas & create lasting change — across the globe, in our communities, and in ourselves. ... See more



Results

Results over 5 Weeks:

- 15 new Facebook followers
- 16 new Instagram followers
- 147 total reactions
- Increased comments and overall engagement
- 15 post shares
- 1 inquiry about membership interest

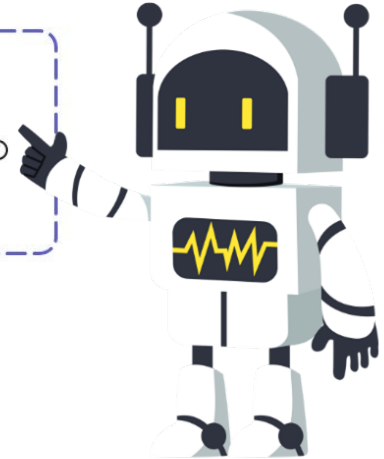
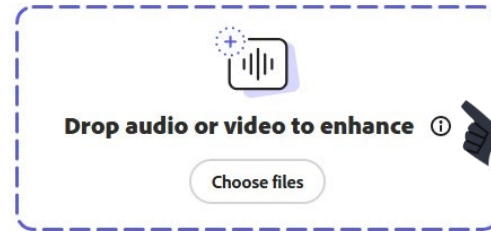


Other AI Apps & Integrations

- Canva - Magic Write/Design
- Grammarly
- Adobe Podcast - Enhance Speech
(cleans up bad audio files)

Adobe Podcast Tools Features

Enhance Speech





PUBLIC IMAGE RESOURCES

People & Resources

- [Rotary Brand Center](#)
- Learning Center Public Image courses
 - [The Rotary Brand](#)
 - [Building Rotary's Public Image](#)
 - [Our Logo: Representing Rotary](#)
 - [Promoting Your Club as People of Action](#)
 - [Public Relations and Your Club](#)
 - [Promoting Rotary on Social Media](#)

Public Image

CATEGORIES FILTERS Search... CARDS NEWEST TO OLDEST

10 items

Building Rotary's Public Image
ENROLLED | EN | 15m:00s | ★ 5.0
E-learning

Club Public Image Committee Basics
ENROLLED | 9 courses | 2h:45m
Learning plan

District Public Image Committee Intermediate
ENROLLED | 5 courses | 1h:30m
Learning plan

Our Logo: Representing Rotary
ENROLLED | EN | 20m:00s | ★ 5.0
E-learning

Promoting Rotary on Social Media
ENROLLED | EN | 15m:00s | ★ 5.0
E-learning

Promoting Your Club as People of Action
ENROLLED | EN | 15m:00s | ★ 5.0
E-learning

Public Image
ENROLLED | 5 courses | 1h:30m
Learning plan

Public Relations and Your Club
ENROLLED | EN | 15m:00s | ★ 5.0
E-learning

The Site

Rotary Brand Center

Help & FAQ Search

HOME OUR BRAND DOWNLOADS TEMPLATES People of Action materials VIEW

Welcome to the Rotary Brand Center

What would you like to do today?

We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

People & Resources

- **Rotary Service Project Center** (formerly Rotary Showcase)
- **Rotary Voices Blog:** Stories of Service from Around the World
 - Blog posts on Enhancing our Public Image through Storytelling...

The screenshot shows the homepage of the Rotary Service Project Center. At the top left is the Rotary logo and the text "Service Project Center". To the right is a "Sign In" button. Below the header are navigation links for "Home" and "Browse Projects". The main content area features a large hero image of a person wearing a wide-brimmed hat, with the text "Making a difference" overlaid. Below this is a paragraph: "Rotary members and program participants are improving lives in communities around the world every day through thousands of service projects. Explore the good work that we're doing locally and globally, and share these projects". Below the hero image is a section titled "Rotary Voices" with the subtitle "Stories of service from around the world" and a search bar. At the bottom is a graphic showing several people, including a woman in an orange dress, a man in a yellow vest, and a child, standing on a blue line.

Rotary Service Project Center

Sign In

Home Browse Projects

Making a difference

Rotary members and program participants are improving lives in communities around the world every day through thousands of service projects. Explore the good work that we're doing locally and globally, and share these projects

Rotary Voices

Stories of service from around the world

Search

People & Resources

- End Polio Now
 - Register Your Event
 - World Polio Day Resources
 - Graphics, Social Media Templates, video etc...

World Polio Day Resources

On 24 October Rotary International and partners will celebrate World Polio Day. To help you organize your World Polio Day event, use the tools on this webpage to share the message we can and we will end polio for good.

Quick Links

Social Media Assets

Event Backdrops

Event Materials

Quick Links

What are you looking for?

Videos

Social Media

Education

Event Materials

Banners & Poster

PolioPlus Society Materials

Brand Center

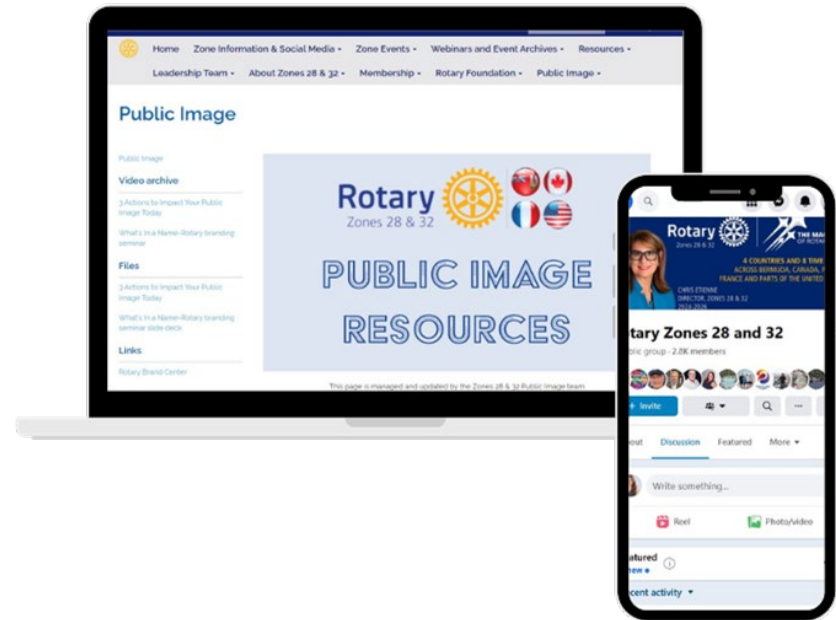
World Polio Day

World Immunization Week

People & Resources

Zones 28 & 32 website

- Recorded Public Image Webinars
- **Save the Date: January 27th** Zones 28 & 32 Public Image webinar on Storytelling
- **Your Zone Public Image Coordinators & Assistant Coordinators**
- **Zones 28 & 32 Facebook Group**
- **Connect & Share** with other Public Image Chairs





QUESTIONS