

PUBLIC IMAGE NEWS ZONE 24 EAST

# WELCOME TO YOUR YEAR

## WELCOME

I hope you are well and having a fantastic time gearing up for your year!

I am so excited to help you increase your district's public image. Telling the story of Rotary and its members and the good we do in the community is so important to increase membership, volunteers, and donations. It's sometimes hard to sing the praises of our own clubs and districts, but we really need to make sure the world knows the good that we are doing.

My volunteer work as the zone Rotary Public Image Chair is to help you and your team in whatever way I can. Brian Thompson (Assistant RPIC) and I hope to send you monthly updates about Public Image at the zone level, tips about public image, and easy ways to access resources that you and your district can use. We would also love to come to your district conferences and PETS and give whatever trainings/presentations that you believe your district leaders and club presidents need.

Please forward this and future newsletters to your district's club presidents and public image chairs.

## WHO WE ARE

RPIC Carrie Jones, District 7790

An internationally and *New York Times* bestselling author, former newspaper editor, reporter, and award-winning photographer. Carrie has created marketing and branding



## People of Action

campaigns for both nonprofits and her own career, reaching audiences both regionally and internationally. A proactive leader, she enjoys bringing together colleagues to share the stories of Rotarians who are taking action to make the world a better place.

*I'm not a big fan of blurbs, or tooting my own horn, which makes me a bit strange when it comes to marketing and public relations. The thing is, I really love sharing Rotary's story and the stories of its members.*

Assistant RPIC Brian Thompson, District 7070 Governor 2014-15

Brian served as a professional engineer and

as a public relations officer in the nuclear energy sector, working with technical experts, laypersons, elected and appointed government officials, and the news media. Later he branched into photography and video production for corporate and industrial clients. At the heart of most of this work was his passion and ability to tell stories well to a variety of audiences, boiling down technical material into everyday language that his target audience could understand. His best work involved strong reliance on images - visual or imaginary - to take his audience into the story with him.

Brian joined Rotary in 1980, serving in leadership roles at the club and district level,

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## BRIAN CON'T

and more recently serving at the Zone level, coaching district club leaders on improving their clubs' public image and strengthening the Rotary Brand. He happily says that Rotary is one of the best things that ever happened to him.

Brian is married to Karen, a retired nurse who assists Brian's club with clean water projects on an annual basis. They have two children and five grandchildren, in whom they delight.

## OUR PHILOSOPHY

It is our stories that matter. Brian and I want nothing more than to help you and your district to share your stories.

Rotary has goals, a lot of goals for public image. They include placement in media like newspapers and radio. But honestly? None of that matters if the story isn't good. None of that matters if the pictures don't touch your heart. So, this month's newsletter is mostly about photos. It also includes a Powerpoint presented at the Rotary International Convention in Atlanta and a bit about the People of Action campaign, which launches this July.

People of Action is the core of Rotary. Service. Kindness. Compassion. Friendship. People. People helping people wisely and with heart.

That's what the story of Rotary is.

## WE ARE HERE FOR YOU

So, this year, as you bring your clubs and



## People of Action

districts to a new level of success, please think about what you want your districts' stories to be. Brian and I are both available (as budget permits) to present at your conferences, to talk via phone and email, and hopefully we will be creating some webinars to help you. To do that, we need to know what you need from us. Please email us at any time at all. We're here to serve you.

## HOW TO REACH US

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## PEOPLE OF ACTION

Here is the [link to the video](#) for the PEOPLE OF ACTION campaign's launch.

Here is a [lovely blog post by Joe Otin](#) about the PEOPLE OF ACTION campaign.

There will be resources up and running on [myrotary.org](http://myrotary.org) very soon, and I'll send out another newsletter as soon as those become

## PHOTOS

### TELLING YOUR STORY IN JUST ONE SHOT

One of the most important things you can teach your club presidents and public image chairs is just how important it is when you visually present your story.

For people in the news media, for people on Facebook or Instagram, a photo of Rotarians shaking hands or exchanging banners isn't something that stops and makes them stare. It's a placeholder, something that has no meaning for them and they just buzz by. Yes, even Rotary International's website has these photos in the media section. I beg you. Don't use them. Or if you do, use them for internal club newsletters and memos, not to present Rotary to the people you're trying to recruit and/or raise money from.

So, what kinds of photos should you put on your social media sites and website and submit to newspapers?

Good ones!

I know. I know. Bad answer.

The real question is what makes a good photo. The first thing is that it should be clear. A blurry photo isn't going to help things.

- 1. THINK ABOUT YOUR MESSAGE.** This photo is a chance to tell people your Rotary story in an instant.
- 2. HOW DO YOU WANT PEOPLE TO FEEL.** Think about how the photo makes you react. Do you feel something? Do you find it interesting?
- 3. EMOTION.** People relate to story and image through emotion. Give it to them.



For great advice about photo composition tips, [check out this link at petapixel.com](http://petapixel.com)

For Rotary Images you can go [here](#), but what you'll see probably won't be what you want to be using for your social media and websites.

### WHY DO PHOTOS MATTER?

Content with images get about 94% more views than content without images. Tweets with images are retweeted about 150% more. Consumers like photos. Imagine buying a dress with just a verbal description. You wouldn't want to.

So, why is this?

Photos explain complex situations and give information in a quick, useful way.

Photos make you look and sometimes stay to ponder things. People process images in 13 milliseconds. That's fast.

They break up text. On the internet people tend to scan instead of reading. Images make text easier to understand.

For those of you who like data. [Here are some visual content marketing statistics for 2017.](#)





Here are two photos from Rotary International's website. You can find them via the [myrotary.org](http://myrotary.org) and BRAND CENTER and/or the link that is on the page just before this one.

Which one means more to someone outside of Rotary?

Which one means more to you?

What stories do these photos tell?

### **YOUR TASK FOR THIS MONTH**

Try to encourage each of your clubs to find a member with photography skills and use that member for public images on social media. There are a lot of closet photographers out there. Locating them and celebrating their abilities allows them to shine. Have them send me their favorite Rotary photo that they've taken ([carriejonesbooks@gmail.com](mailto:carriejonesbooks@gmail.com)). Or you can submit them. Send them by July 31. There will be a prize and inclusion in the next newsletter.

## BRAND CENTER

Many of you have already visited the [BRAND CENTER](#) on myrotary.org, but just in case you've missed it, the BRAND CENTER is a one-stop shop for:

### [Visual Guidelines](#)

This section of myrotary focuses on brand guidelines, and Rotary's visual identity. I've attached a copy of the quick visual communication essentials to this newsletter.

### [Logos](#)

In this section you can find theme logos, program logos, customizable club logos as well as the Foundation



logo. Above is an example of this year's presidential theme.

### [Customizable Rotary Materials](#)

Here you'll find club resources to update flags, membership certificates and powerpoints.

You can use Rotary's online tools to make a brochure and promote programs.

There are also promotional resources to help you make press releases, banners, and guides for planning events.



## ZONE WEBSITE

### YES, THERE IS A ZONE WEBSITE FOR ZONES 24 AND 32!

One of the big surprises for me at the Atlanta Convention happened when I was volunteering in the Regional Leaders booth. A lot of Rotarians didn't realize that there were districts or zones.

This, obviously made me sad, because it meant that these club members are missing part of the connectedness and resources of the bigger Rotary International organization.

If you haven't yet, go ahead and visit the Zone's webpage. [The link is here.](#)

Zones 24 and 32 currently include four countries and two languages. The page has links to the 2017 Zone Institute in Hartford, Connecticut, U.S.A. as well as information about the zones.

It's also here that you'll find the Beyond Borders newsletters. The newsletter is emailed monthly to all the leaders in the zones.



And it's here that I need your help. We're required to share our public image success stories and even our massive failures - not that there are any. Four times a year, we need to submit to this newsletter and share the amazing triumphs and/or ideas that are coming out of clubs and/or districts in Zone 24 E.

This means I need your stories and your ideas so that Brian and I can share them to the Rotary zones.

Please submit any ideas or let me know if you'd like to write a story yourself. You can email me at [carriejonesbooks@gmail.com](mailto:carriejonesbooks@gmail.com)



*CARRIE*



*Brian*