

Effective Public Image builds stronger Rotary clubs



**Don't leave
your public relations
to chance**



Presented by D9930 PI Committee member
David Hulme to District Assembly 2017

Learning objectives

- Why Public Image is crucial to Rotary Clubs
- How do we develop an effective Public Relations Plan
- The keys to media relationships
- Resources available to assist





Think of your club as a packet of colouring pencils – all your members are different.

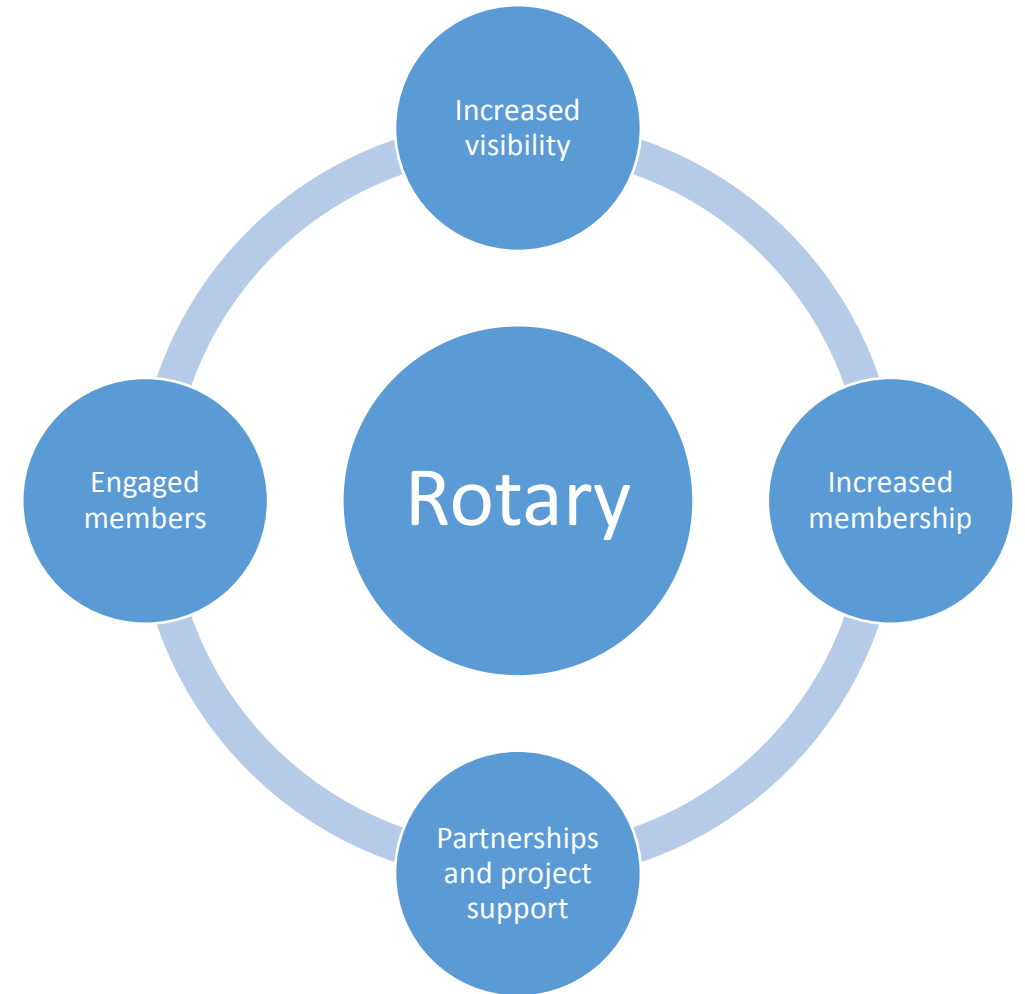
- They bring different skills and life experiences when they join.
- **Some are natural leaders**
- Some prefer to help in the background
- Some are project driven
- Others are service driven
- Some are good with their hands
- Others have administration skills

But just like the packet of colour pencils – it takes everyone performing together in unison to ensure the picture we are drawing can be a complete and beautiful creation.

So why is Public Image so important to our clubs?

Group Discussion

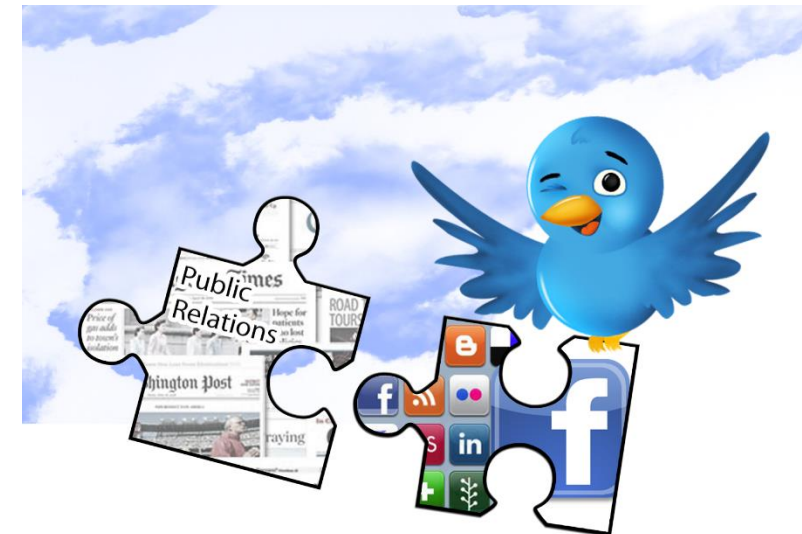
- ☐ Allows us to portray a clear and consistent message
- ☐ Increases our public visibility
- ☐ Builds support for our projects
- ☐ Helps us attract new members
- ☐ Allows us to educate people about what we do
- ☐ We can garner donations for our projects
- ☐ Builds credibility for Rotary
- ☐ Branding from RI – join leaders, exchange ideas, take action
- ☐ Shows what we stand for and believe in
- ☐ Helps keep current members engaged and active – there is a feel-good factor in club's with strong and consistent media coverage
- ☐ Other ideas?



How can we personally help to increase Rotary's profile

Group Discussion

- ☐ Wear our Rotary pin at every opportunity
- ☐ Be proud to be a Rotarian
- ☐ Use the above phrase in email transactions
- ☐ Ensure our club has a social media presence which is constantly updated
- ☐ Share your club's stories on your own Facebook page
- ☐ Like other club's Facebook pages and share their events and posts
- ☐ Make sure you are registered on Rotary.org
- ☐ Check you club's website is being updated and is current
- ☐ Learn what resources are available to assist with that.
- ☐ Other ideas



So how important are the words we use to tell our story

Group Discussion

- ☐ Remember the new Rotary guidelines – join leaders, exchange ideas, take action
- ☐ What is our elevator speech about Rotary?
- ☐ Does what we actually say matter or is it simply a matter of saying something that is kind of okay as long as the Rotary message gets across?



Developing an effective Public Image plan

- ☐ Find a Public Image champion in your club and get others on board to assist
- ☐ Critically evaluate your club's current Public Image using the following questions to assist you -
 - ☐ Is it current?
 - ☐ Is it timely?
 - ☐ Does it reflect who we are and what we stand for?
 - ☐ Do we use up-to-date Rotary logos?
 - ☐ Is our website current?
 - ☐ Do we have a Facebook presence which is constantly changing?
 - ☐ Does our community know who we are?
 - ☐ Do we have partnerships with Community groups?
 - ☐ Have we developed relationships with our local media outlets?

Then once you have undertaken this critique start to build an action plan going forward.

- ☐ Approach your club board with suggestions for improving your Public Image
- ☐ Suggest Public Image be put into your club's budget and resources be updated if necessary
- ☐ Set up a Public Image calendar for your club.
- ☐ This means you know what is happening and when. Be prepared in advance.
- ☐ Specifically target news releases for your club's big projects
- ☐ Ensure key messages are always to the forefront
- ☐ Things like website and Facebook can be managed by someone within the club
- ☐ Outside communication with news media may require outside help

So what next?

Target Audience

- Who is our target audience?
- What outcome objectives do we have?

Once we know who we are targeting with a particular story and what we hope to achieve we can then focus on how we best achieve results.



Relationships

It is critical that you form relationships with your local news media (print, radio and television) in order for you to derive as much exposure as you can in your community. You cannot expect their support if they don't know who you are or possibly even what Rotary is.

- ☐ Arrange a meeting with the key stakeholders in your local media outlet
- ☐ Be prepared – know what you want to achieve from the meeting and don't waffle
- ☐ Invite them along to a meeting (but chose one where you have a great guest speaker)
- ☐ Once a relationship is established, it is vital you stay in contact. Even if you have nothing to report, at least just catch up for a coffee and let them know what is coming up.
- ☐ Invite the media along to your events and projects.
- ☐ Be prepared with all the information that you want them to report. Know your facts.
- ☐ Be patient – they will probably not know as much about Rotary or your event as you do.
- ☐ Focus on the outcomes of your project and be ready to answer questions by having anticipated them.
- ☐ Act as spokesperson for your club (with president's blessing) or clue the President in.

Developing a media release

The 5W principal

- ☐ Who is the story about?
- ☐ What is the story about?
- ☐ Where is it happening?
- ☐ When is it happening?
- ☐ Why is it happening?

The most important thing about news releases is that you tell a compelling story. Remember the opening two paragraphs of your story/release will determine whether it is read or not.

I will give you a few pointers of how I put together my news stories. As a trained journalist it is easier for me but I am happy to help anyone out with pointers.



Story brief

The Rotary Club of Matamata is hosting its inaugural Concert by the Lake event and has attracted Kiwi songstress Jamie McDell to perform. The event is special for a number of reasons – it is being held on a Rotarian's property with funds going to the local community. It is the first time it has been held and the musicians will perform on a specially designed pontoon. Media coverage has already kicked in and much of the above information is already public knowledge. In the weeks leading up to the concert, I had to write a profile story on Jamie coming to perform. The following is how I constructed this story which appeared on the Front Page of the Matamata Chronicle, Page 4 of the Waikato Times and as the lead entertainment story on stuff.co.nz

❑ Angle – The most critical part of any news story. It will determine how much further a reader will delve into the copy.

In this story it went as follows –

Kiwi songstress Jamie McDell is no stranger to a stage but performing on a specially-designed lakeside pontoon in Matamata will certainly be a first.

This encapsulates much of what needs to be said – but in one sentence only. It is important to remember that newspaper style dictates paragraphs are usually only one sentence.

The second paragraph reads –

The easy-going, beach-loving 22-year-old is set to headline the inaugural Rotary Matamata Concert by the Lake on February 22 along with Auckland jazz band The Society Jazzman and local talent Bryan Rawiri.

This gives most of the other required detail – when, where, who and what with only the why missing.

- ❑ Quotation – it is almost certain that any news story will require quotations from those that it speaks about. Make sure you are strictly accurate with your reporting of quotes. They must be exactly as they have been said to you.
- ❑ Body of the story will then include all the other details required from it depending on the subject matter and how much space has been allocated for the story.
- ❑ Finishing up – try to tie the story back to the introduction. This is not always possible but can achieve a nice finish if it is.

***“The Matamata audience will be among the first to hear a lot of the new material and I may even write a song about playing on the pontoon,” Jamie jokes.
And if she does there is one thing for sure – You’ll Never Take the Away from Matamata!***

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Pontoon perfect possie for Jamie

Special stage a first

by DAVID HULME

Kiwi songstress Jamie McDell is no stranger to a stage but performing on a specially-designed lakeside pontoon in Matamata will certainly be a first.

The easy-going, beach-loving 2-year-old is set to headline the inaugural Rotary Matamata concert by the Lake on February 2 with Auckland jazz band The Society Jazzmen and local talent... Bryan Rawiri.

"This is something I have never done before," Jamie says. "It will be absolutely unique to play on a pontoon and this will add a very interesting dynamic to a show like this in the outdoors."

"The venue looks really stunning and I imagine it will be one of the most beautiful settings I have played in so far. A lot of the inspiration I take is from the outdoors so I am really looking forward to this concert."

With proceeds going to Rotary Matamata projects, Jamie says playing at charity events is always great for her and her band.

"The audience at these types of concerts is always there for a really good reason and we are surrounded by people doing their best to help out and as a bonus you get a really good response to the music. Matamata is giving us as artists the chance to do something we really love."

Even at her tender age, Jamie is no stranger to charity work. She is an ambassador for Surf Lifesaving New Zealand – something she feels is more of a joy than an obligation – and she has worked with Sea Shepherd and Legasea – both organisations aiming to protect the oceans.

As a teenager, she even wrote a song, *Without a Voice*, about the plight of the Maui's dolphin which she performed both for the Auckland Council and then at

Parliament. And last year, she spent time in Costa Rica with Céline Cousteau, the granddaughter of legendary marine conservationist Jacques Cousteau, working in sea turtle conservation.

"The ocean has been something I have grown up with – I was diving at a very young age and you start to notice things changing and you question why," Jamie says of her work with marine conservation organisations.

"When I was seven, Mum and Dad took me to live on a yacht... in the Mediterranean and I guess with time on my hands and the environment I was in this was when I started to write songs," Jamie says.

"Mum and Dad are relatively musical and it was a pretty natural progression for me to write songs. A lot of kids keep diaries but my way of coping with things was to write songs." By the age of 16, when she was "discovered" by EMI music, she already had more than 100 songs written.

CONTINUED Page 3

OUTDOOR GIG: A lot of the inspiration I take is from the outdoors so I am really looking forward to this concert," Jamie McDell says. Photo: SUPPLIED

"The venue looks really stunning... it will be one of the most beautiful settings I have played in so far."

Jamie McDell



Pontoon perfect spot for songstress

FROM Page 1

Her parents encouraged Jamie to share this talent and she started to put her music, videos and thoughts onto social media.

Now, some six years down the track, Jamie has a large and loyal social media following, named the Gypsy Pirates, totalling 213,000 Facebook followers, 30,000 Twitter and Instagram followers and 100,000 YouTube subscribers.

With such a level of fan base, it is almost inevitable that Jamie is seen as a role model, particularly for young women. "Positive and negative images are very strong over the internet, and young girls in particular need to have a strong sense of themselves."

"I was told as a teenager 'you need to respect opinions only of those people that you respect'. It is some of the best advice I was ever given. I'm always interested in listening to those people that I respect and hopefully that is something I can pass on to young girls to consider."

It was the release of *You'll Never Take That Away*, her debut single in February 2012, that really launched Jamie's career in the mainstream psyche of New Zealanders.

"I am really proud of that song," Jamie says. "I had written it about living your own life and doing the things you love and to

WHERE AND WHEN

Rotary Matamata's Concert by the Lake

■ Sunday, February 22

1pm-6pm

■ Private property, 162 Jondor Rd

■ Featuring: The Society Jazzmen, Jamie McDell and local musician Bryan Rawiri.

BYO picnic and drinks. There will be some non-alcoholic drinks and food available for purchase on the day (cash only)

■ Tickets: \$40 or \$30 for secondary students with ID. Available now from PaperPlus, Colourplus and Visique.

have a song like that with a message like that and to have young people believing in the music was something very, very special for me, but at the same time its success was a bit of a shock and it was a little bit weird to hear yourself on the radio."

The success of the single was followed by the release of her debut album – *Six Strings and a Sailboat*. "I wanted an album title that reflected me and with this the album could just as easily have been called Jamie McDell – it was the perfect fit."

Jamie's music has been described in many different genres but in her own estimation she is a pop artist with strong

influences from the country music scene. "I have learned a lot from country music – how to tell a story and structure a song to make it sound as good with just an acoustic guitar as it does on the radio."

"My song writing is honest, straightforward and never overthought. It came naturally from a young age and it was a coping mechanism growing up – a way to get down your experiences and I have not really strayed from that formula too much."

Jamie's participation in the Concert by the Lake will also feature half her band, including acoustic guitars, keyboard and a violin. With her second studio album – *Ask Me Anything* – due out on March 27, she will showcase a lot of the new material.

"I believe these songs have matured quite a lot but they are still based around an acoustic guitar and story-telling. I would say it is a progression and development – I am getting older and dealing differently with things and I am trying to write less about myself and more of other people's stories."

"The Matamata audience will be among the first to hear a lot of the new material and I may even write a song about playing on the pontoon," Jamie jokes. And if she does there is one thing for sure – You'll Never Take that Away from Matamata!



AIR TIME: "It was a little bit weird to hear yourself on the radio," Jamie McDell says of her success. Photo: SUPPLIED

WAITANGI
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SEE PAGE 11 FOR DETAILS

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Tips and handy hints

- ☐ Be clear and concise
- ☐ Ensure quotes are accurate
- ☐ Give the person quoted the chance to read copy before it goes to print
- ☐ Read the copy carefully before you submit it
- ☐ A photo tells 1000 words
- ☐ Choose photos carefully. Cheque presentations are boring.



Resources

- ☐ District 9930 Public Image committee
- ☐ District 9930 website
- ☐ Rotary.org website
- ☐ Rotary.org brand centre
- ☐ This presentation
- ☐ Your local media
- ☐ Internet
- ☐ Club members and other Rotarians
- ☐ Happy to assist clubs if requested





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message = a stronger brand = more members, more
donors, more participation = greater impact



**Bang
The
Drum
And
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Stop
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