



Traditional Media and PR Basics

Media Relations
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What is Community Relations?

The strategic development of mutually beneficial relationships with targeted communities toward the long-term objective of building reputation and trust.

How has Community Relations been used to leverage relationships?

- Joe Hardy – founder of founder of 84 Lumber a national building supplies company. Helped rebuild Uniontown, PA. and built various relationships along the way becoming a pillar in the community.

Community Relations

How to build and leverage your media relationships through Community Relations

Hardy's Relationship Building Principle #1

Be Involved. Be Committed.

- Get involved with other community based organizations.
- Invite the community to some of your events
- Create projects that better YOUR community
- This metaphorical “license” is hard to obtain. Why?

Hardy's Relationship Building Principle #2

Building Reputation, One Relationship at a Time, is Good Business

- Streamline your targets so that you aren't overwhelmed
- Maybe start with the person or company that is most respected in your community

Hardy's Relationship Building Principle #3

Choose the Right Projects. Be Strategic.

- Identify the areas of your community that would be most beneficial to your company's overall goal.
- You want to get involved in things that display your club's/District's strengths.
- Align your organization's strengths with the community's weaknesses so you can create a better environment and become a leader in your area of expertise.

Hardy's Relationship Building Principle #4

Keep Moving Ahead

- Once you make a commitment, stick with it

Hardy's Relationship Building Principle #5

Embrace Diversity

- Reach out to different members of your community
- Have a variety of members visible

Hardy's Relationship Building Principle #6

When things go wrong, make them right as fast as you can – and inform Rotary International for input.

- If there is a crisis situation on the brink – inform RI at the first sign of trouble and wait for direction.

Press Release Personalization

How to edit RI issued press releases to meet your needs

Group Activity

- Break up into two groups of three
- Take a look at the press release provided
- Work together to:
 - Develop a headline
 - Personalize the second paragraph with more information
 - Identify a spokesperson

NEWS RELEASE

Sample Press Release

CONTACT: [NAME, PHONE, E-MAIL]

FOR IMMEDIATE RELEASE

[NAME/GROUP] of [CITY] [AMOUNT RAISED/ACTIVITY]

to help eradicate polio worldwide

[CITY, COUNTRY, DATE] – As part of a yearlong celebration to mark Rotary's 110th anniversary and its 30th year in the fight to end polio, Rotary clubs worldwide are holding events to raise funds and awareness needed to eradicate this paralyzing and potentially fatal disease – once and for all.

The Rotary club of **[CITY]** **[INSERT PLANNED ACTIVITY OR A SYNOPSIS OF HOW THE CLUB HAS CONTRIBUTED TO THE EFFORTS OVER THE YEARS].**

This **[CLUB ACTIVITY]** follows a succession of significant developments that have brought the world closer to eradicating only the second human disease in history.

In 2014, the entire World Health Organization-designated Southeast Asia Region (SEARO) was declared polio-free, which includes: Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand, and Timor-Leste. Polio cases in Africa dropped by nearly 90 percent.

"We are encouraged to see the tangible progress made against polio in 2014," says Mike McGovern, chair of Rotary's International PolioPlus Committee. "However, until we eliminate polio from its final reservoirs, children everywhere are at risk from this disease. Rotary -- along with our partners -- will work hard to ensure that the world's most vulnerable children are kept safe from polio."

Rotary launched its flagship PolioPlus program in 1985, and in 1988 became a spearheading partner in the [Global Polio Eradication Initiative](#) (GPEI) with the World Health Organization, UNICEF, the U.S. Centers for Disease Control and Prevention, and the Bill & Melinda Gates Foundation. Since the global initiative began in 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases a year to less than 370 in 2014.

More than 2.5 billion children have been immunized in 122 countries, preventing five million cases of paralysis and 250,000 deaths. Polio today remains endemic in only

Identifying a Spokesperson

What Makes a Spokesperson - GOOD???

- A Rotarian expert in the field, a project leader, or a third party (partner organization leader, celebrity, etc.).
- Spokesperson should be comfortable speaking with the media, personable and knowledgeable about the story topic.
- Prepare your spokesperson by develop 3 top main messages followed by background materials on Rotary and the media outlet.

New Media

How to use new technology to increase visibility

Old School

- Issue press release over wire services
- Snail-Mail the release.
- Call the media to make sure they received the release and arrange interviews
- Scan media for coverage

New School

- Websites
- Social Media
- Search Engines
- Rich Media - Flash player, etc.

New School

- Email
- Databases
- Webinars
- Cell Phones

Group Activity

- Refer to pages 4 & 5 of your workbook.

Support

How RI can help

How WE Can Help YOU

- Rotary International will provide template press releases
- Rotary International will provide feedback on crisis matters and in special situations will exclusively handle crisis matters
- RI has and can supply general talking points that can be used for media interviews
- Fact checking for Rotary International stats, programs, etc.
- Rotary Brand Center: www.rotary.org/brandcenter - Various logos, press release templates/stationary, guidelines, etc.
- Contact: Michelle Gasparian – RPIC Specialist & Regional Leader Support
Phone: 847-866-3254 Email: Michelle.Gasparian@rotary.org