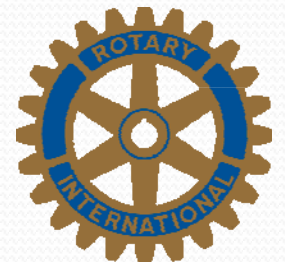


Public Relations and Rotary

Katrina N. Sam

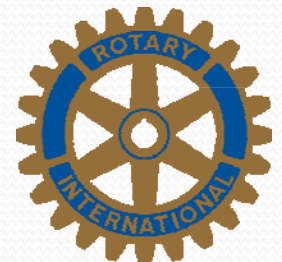
Overview

- Why is Public Relations Important to Clubs
- Your Public Relations Function
- Using Traditional vs. New Media
- Taking Your Public Relations Function Forward



Disclaimer

- I am not a Public Relations Professional
- BUT
 - Rotary of Barbados South has greatly improved its public relations function over the last 30 months
 - Sharing from that experience!





A 3D rendition of the proposed playground facility.

Playground for disabled children

The Rotary Club of Barbados South has embarked on an \$850,000 project to create the first barrier-free recreational facility in the island.

President of the club, Katrina Sam-Prescod said the project was intended to remove some of the barriers for the disabled community which was continually marginalised, especially for the children who would benefit from the interaction with other able-bodied persons.

The project, called Inclusive Play, she

explained would be an enclosed facility, and include a half-sized basketball court, a sensory room with light and sound stimulation, a soft-padded room, multi-purpose rooms and several other specially designed areas. There will also be a playground designed by the international firm, Boundless Playgrounds to incorporate play by both disabled and able-bodied children.

Sam said one of the largest undertakings for the project would be the acquisition or earmarking of the land, adding that they

were hoping to enter an arrangement with Government to perhaps lease a lot near the Wilkey Gymnasium.

To raise some of the much needed funds, the president said they would be seeking corporate sponsorship as well as community support, and already they have organised a fund-raising drive

\$2 to the cause by selecting specially designed "Inclusive Play" donation cards at the checkout counters, which will then be added to their grocery/shopping bill tally.

"I thank all of our retail partners for their kind assistance in facilitating this process and we implore Barbadians at their next visit to these stores to support this cause by adding

10 • Wednesday July 7, 2010

The Barbados Advocate

Facility for disabled children in the works

By Erica Lazare

WITH over 13 000 disabled persons living in Barbados, the Rotary Club of Barbados South has decided to greatly contribute to the community by creating a \$750 000 recreational facility where children with disabilities can "develop essential skills for life".

Katrina Sam-Prescod, President of the Rotary Club of Barbados South—who achieved a monumental feat as the first female to be appointed to the highest office of a Rotary club in Barbados—stated her desire for a hardworking and fruitful year during her address at the annual installation dinner at the Azul restaurant, Sea Breeze Hotel, recently.

"It is imperative that we become a society that truly embraces its people of all abilities. The club will engage experts in all areas, every Rotarian on this island, civic-minded Barbadian and organisation to work with us on this project."

Her determination has already borne fruit, as contact has been made with a Rotary Club in Connecticut that has embarked on a similar initiative and the Barbadian entity has been able to draw on their experiences.

On completion, the Wilkey Gymnasium Complex structure will be the first such of its kind on the island and, according to Sam-Prescod, will be realised through a close relationship with various agencies and members of the



President of the Rotary Club of Barbados South, Katrina Sam-Prescod (right) receives her President's pin from District Governor, Anthony Watkins.

disabled community. However, she revealed that the initial vision

and an entirely accessible playground built to internationally accepted standards.

Under the theme 'Bridging Gaps, Changing Outcomes' for the upcoming year of her reign, the new president encouraged her members to put in the effort needed to achieve her goal, stating, "Now is the time to transform your affection for this club into action."

"During the next few months, you will be asked to contribute your time, talent and treasure. Your investment of the club at this critical

juncture, will acknowledge the organisation's stature and enduring value as we seek to bring the club to new levels of distinction and service," she said.

During the course of the evening, honorary Rotarians Peter Boos and professor Sir Hilary Beckles, were recognised and presented with club pins for their extensive community service over the years, while Dr. Carol St. John and Dr. Dorothy Caeke Johnson were inducted as Paul Harris fellows for their work with HIV/AIDS and Cancer respectively.

Strict regulations needed for agricultural industry

Cross Roads Programme to be launched

By Patricia Thangaraj

A CROSS ROADS Programme that would help vagrants and homeless people get off the streets will be launched next month.

This is according to Vice Chairman of the Barbados Vagrants and Homeless Society (BVHS), Dwight Auguste, who said that these programmes would teach vagrants and homeless people marketable skills so that they can seek employment once they complete the programme.

He was speaking to the *Barbados Advocate* after a presentation of six beds – two of which were donated by SlumberRest Sleep Products (Barbados) Limited – a stove, a television and some household items by the Rotary Club of Barbados South at that club's weekly luncheon at the Accra Beach Hotel and Spa yesterday.

He said that one of these programmes is a farming programme, which would be run



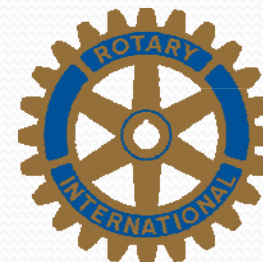
President of the Rotary Club of Barbados South, Katrina Sam-Prescod (right) presents the television and the household items that their organisation donated to Chairman of the Barbados Vagrants and Homeless Society (BVHS), Kemar

The BVHS would open an account for each person involved in the Cross Roads Programme, where the BVHS would deposit the stipend that each vagrant and homeless person earns in his/her own account.

Recognising that keeping up appearances is also essential, the BVHS will also co-ordinate with Barry Wilkinson's Line and Length Barber Shop to get haircuts for these participants. They also plan on consulting with the Queen Elizabeth Hospital (QEH) to get medical check ups for these participants, as well as dentists so that the participants can get their teeth cleaned, said Auguste.

Before entering the programme, participants have to go through a sixteen-page assessment where BVHS would find out everything from their names and ages to their social, medical, career, ethnic, religious and criminal backgrounds.

Auguste said that this background information is necessary because they need to



Breaking new ground

KATRINA SAM-PRESCOD IS FIRST FEMALE PRESIDENT OF ROTARY CLUB OF BARBADOS

by Melissa Rollock

Katrina Sam-Prescod can now add pioneer, to her long list of achievements.

From tomorrow night, she will be breaking new ground when she becomes the first female president of the Rotary Club of Barbados South following an installation ceremony at the Azal Restaurant, Sea Breeze Hotel in Christ Church.

Katrina, 36, was one of the first three women to be allowed into membership in the club back in June 2003, when it finally did away with its archaic restrictions.

Just like in so many other areas of her life, she set out to reach the top. She will become the 25th president of the Rotary Club of Barbados South. "I am honoured and humbled to have been elected President and to be the first female Rotarian to ascend to this office in Barbados. Honour here."

this nomination because I felt that I had both the capability and capacity to effectively execute the role," she told **Barbados TODAY** in an interview this week.

The aim of Rotary International, the governing body for the clubs here, is "to encourage and foster the ideal of service as a basis of worthy enterprise". One of the club's goals is for each Rotarian to use his or her occupation as an opportunity to serve society. The Rotary was first set up in Barbados in March, 1962 with 13 paid-up members - all men of course.

Members of Rotary are usually business professionals and Katrina is no exception.

She is a compensation specialist and is the director of Caribbean Catalyst Inc, a human resource consulting practice. She is primarily responsible for leading the delivery of the firm's human resource solutions to clients, with special emphasis in the area of compensation and benefits management.

Prior to her current position, Katrina held the post of senior manager, human resource voluntary services at the accounting firm Ernst and Young for nine years. The busy wife and mother holds a Masters in Business Administration (major in Global Management) from the University of Phoenix, Arizona, United States and a Bachelor of Science degree in



Katrina Sam-Prescod, the newest president of the Rotary Club of Barbados.

FOCUS TODAY

The Barbados Advocate

Monday March 7, 2011 • 3

Youth volunteerism is very important to society

PRESIDENT of the Rotaract Club of South Barbados Karen Perch believes that youth volunteerism is important in today's society.

Perch was speaking with the Barbados Advocate at the church service to begin the Rotaract week of activities held yesterday at the Bethel Methodist Church, Bay Street, St. Michael.

She said that the club though relatively new since charted on January 13 of this year will be pushing more service projects in the community.

"Some of the initiatives we are looking at in

terms of volunteerism include the Easter kite flying competition to bring back Barbadian traditions. Quite often young people are more consumed with technology so we want to address that.

"We are also trying to partner with another Rotaract club to have service projects not only to benefit Barbados but other regions," said Perch.

She said the week of activities which end on March 13 will include a lecture on Wednesday evening on 'Volunteerism in the 21st Century', a feeding campaign, a donation to a children's

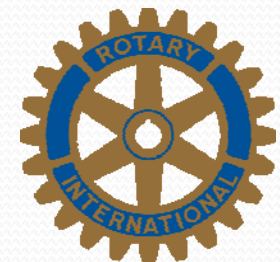
home in collaboration with the Rotaract Club of Dubai and a hike.

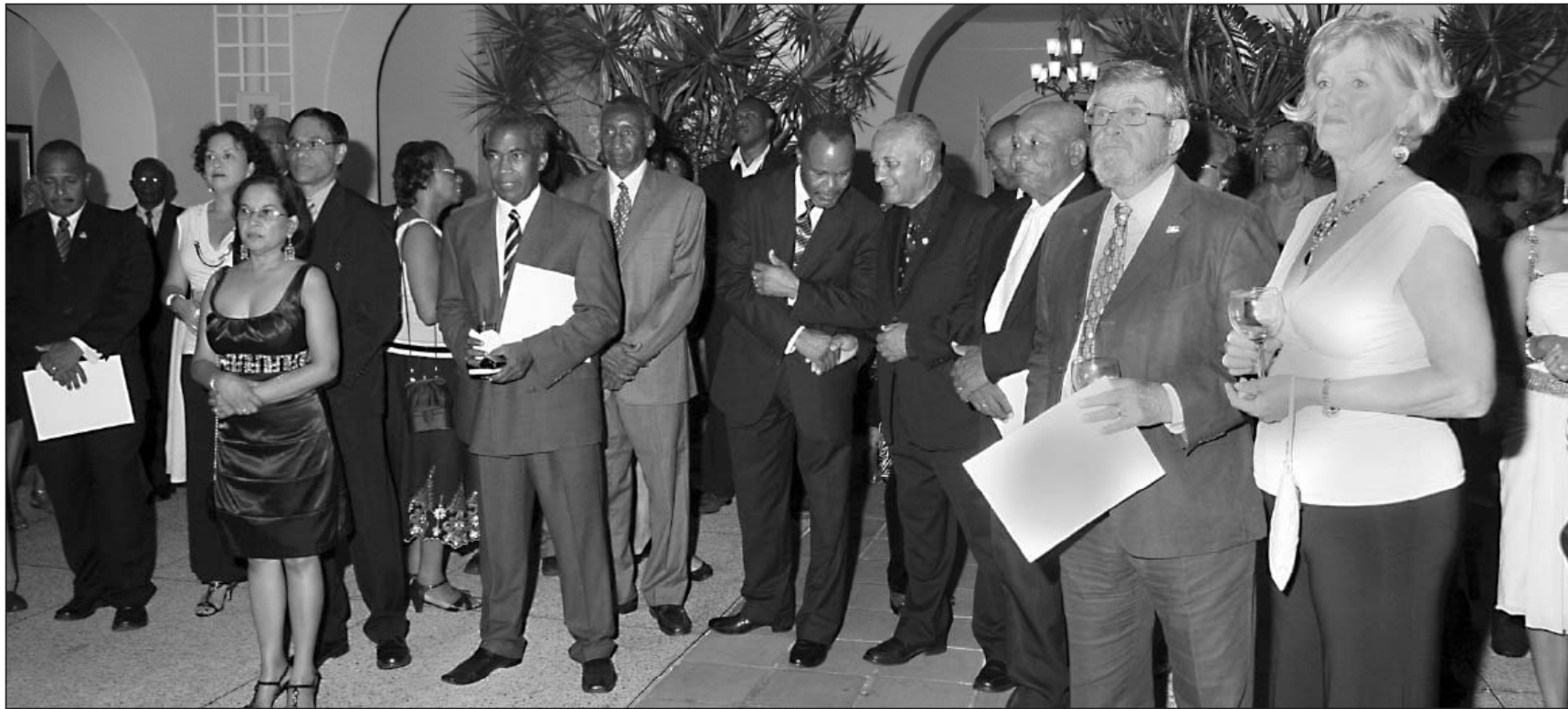
"The club is also about building members and helping them in their professional capabilities. That is an area we are trying to put a lot of our effort into because we want to be able not only to contribute to the overall care of the society, we want to be able to give back and contribute in professional aspects as well."

President of the Rotary Club of Barbados South Katrina Sam-Prescod said the youth arm, Rotaract is very key to Rotary and to the work with the youth.



(From left) President of the Rotaract Club of South Barbados Karen Perch and President of the Rotary Club of Barbados South Katrina Sam-Prescod.





A section of the audience in attendance at the Rotary Club of Barbados South's 25th anniversary celebrations at Ilaro Court.



Rotary Club celebrates its 25th Anniversary

THE Rotary Club of Barbados South celebrated its 25th Anniversary by remembering the past and looking to the future.

At the event held at Ilaro Court on Saturday night, charter members and past presidents were remembered and the future, the Rotaract Club of Barbados South was established.

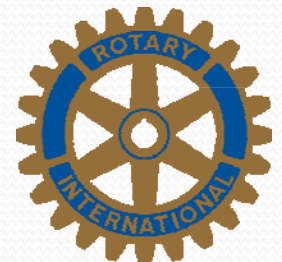
President of the Rotary Club of Barbados South Katrina Sam-Prescod

that he is the son of the late past president Jack Robinson who was the club's president on July 1, 1986. Robinson said his father enjoyed and had pride in the Rotary Club of Barbados South.

While honouring the past presidents, Sam-Prescod said that club will continue to focus on healthy living projects such as diabetes and return fellowship among members as the hallmark of the club.

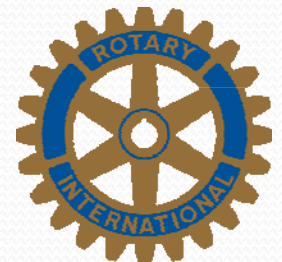
Taking Stock

- How many Clubs have a designated PR person?
- How Clubs have a PR Committee of more than ONE?
- How many Clubs have a documented/articulated PR plan?
- How many Clubs measure the effects of PR?



Why Talk About PR

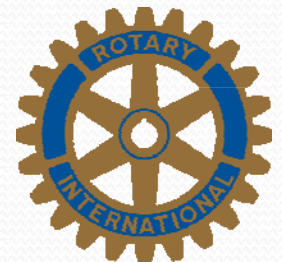
- All Rotary Clubs have audiences with whom they should communicate:
 - Media
 - Government Officials
 - Business Community
 - Civic Leaders
 - Prospective Members
- People directly affected by our service projects



Barriers to Club PR

When asked to choose the three most significant barriers to PR efforts respondents report:

- **1. Lack of interest from media**
- **2. Lack of funding for PR efforts**
- **3. Lack of PR training**

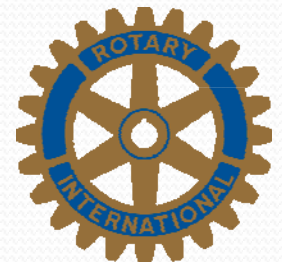


Information Age....

- Internet
- Social Networks
- Smart phones
- Ipads

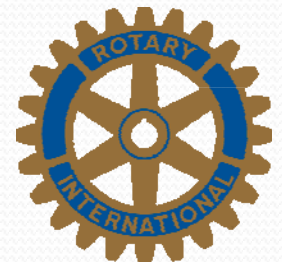
Most of people are ***Overwhelmed & Bombarded with information!***

You very well could be suffering from SADD
-situational attention deficit disorder



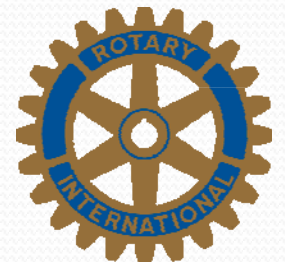
Your Club's PR

- Media relations
- Publications & Printed literature
- Special events promotions
- Developing PR strategies
- Risk management
- Planning and organizing campaigns
- Counseling members on communications



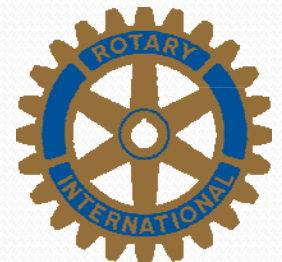
Media Relations

- Manufacturers and Retailers market their products
 - Rotarians need to “sell” stories to the media
- Tip 1: Understanding the Media will help you market your Club’s message successfully.



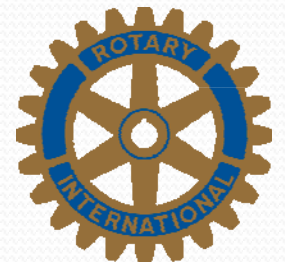
Understanding the Media

- Select your target journalist – learn about that journalist (read their articles and determine how Rotary would be best positioned.)
- Consider inviting a journalist to speak to your club about how to work with the media (getting to understand the news process and your target journalist).



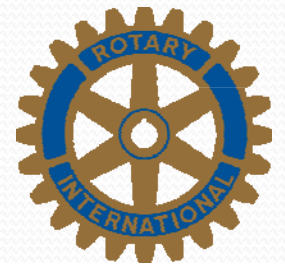
Understanding the Media

- Develop media targets for each story
- Tip : You want to be persistent, persuasive and friendly but not aggressive!



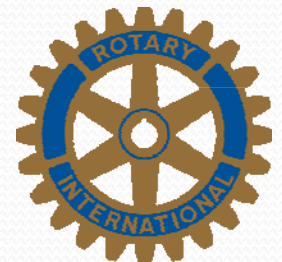
Traditional Media

- Articles
- Media Kits
 - Press Release
 - Club Fact Sheet
 - Project Fact Sheet



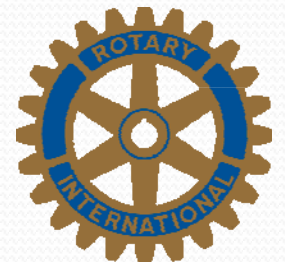
Traditional Media

- Conducting Interviews
 - Always looking for a good human interest story and a knowledgeable messenger
 - Develop articulate spokespersons who are well-versed about the Club's programmes
- Tip: Avoid using Rotary Jargon – PDG, GSE, etc.

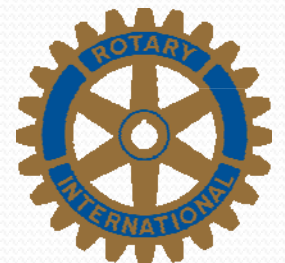


New (non-traditional Media)

- Building Effective Websites
- Social Networks (Facebook, Twitter)
- Blogs (large conversation)
- Podcast



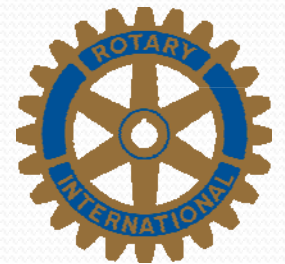
New (non-traditional Media)





New (non-traditional Media)

- Facebook



RI Statistics

- **More than 50% of respondents thought that PR increases community awareness of Rotary, recruitment, and contributions to the club,**
- **80% of clubs include PR in their annual planning**
- **77% regularly launch PR efforts to coincide with specific events or projects,**
- **68% regularly have a PR committee chairperson**
- **62% of respondents feel their club's PR activity has increased over 7 years ago,**
- **91% of respondents report obtaining PR coverage in newspapers, and fewer than 50% have obtained radio, internet, television, or billboard coverage**



Taking Your PR Function Forward

- Form a PR Committee
- Develop a PR Strategy
- Develop a plan for the Rotary year (scheduled events etc.)
- Provide /conduct training
- RI Resources
 - RI Public Relations Grant
 - RI Public Relations Award

