

Rotary Club of: Hickam Pearl Harbor

Club Division:     Large Club     Medium Club   X   Small Club

Award Category: Public Relations/Image

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative) <b>KITV</b> and <b>HAWAII NEWS NOW</b>
	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL www.rotaryhph.org
	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <u>  x  </u> each week, <u>   </u> each month, <u>   </u> other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
<input checked="" type="checkbox"/>	Facebook (URL www.facebook.com/rotaryhph)
<input checked="" type="checkbox"/>	Twitter (Account name twitter.com/rotary_hph)
	LinkedIn (Account name _____)
<input checked="" type="checkbox"/>	Other (Instagram, account name or URL Instagram.com/rotaryhph)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date 1/25, # of people attending 9)
	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:   X   Yes     No

**Submission Deadline: 31 March 2018**

## **Public Image Narrative for Rotary Club of Hickam Pearl Harbor**

The Rotary Club of Hickam Pearl Harbor has a Public Relations and Image Committee headed by President-elect, Joshua Laguana. Through their website, RotaryHPH.org, and their social media accounts (Facebook and Instagram @RotaryHPH, Twitter @Rotary\_HPH), rotarians and non-rotarians can keep up to date with club news, including regularly scheduled meetings, upcoming speakers, social events, service projects and other volunteer opportunities in the community.

When the Rotary Club of Hickam Pearl Harbor was chartered in March of 2017, one of the first actions taken by the board was to sign up for Clubrunner. The primary goal was to simplify the administrative tasks for membership and district reporting, but for President-elect Joshua, he saw it as an opportunity to create a brand for the club. The board established an annual budget of \$360 to pay for the subscription of Clubrunner and with the help of the Public Relations and Image Committee, they started a program to allow local organizations to advertise on the website. Through sponsorships, the HPH website will have an ongoing income flow to sustain its subscription cost.

To further the brand, Charter Member Amber Treziok designed a logo that could encapsulate the HPH culture, a club that consists of active duty, veterans, and non-military individuals that want to be of service the local community. The logo is of a Tiki-man holding a shield with symbols that represent each of the military branches. Charter Member Carole Reynolds took that logo to have it embroidered on polos for our members to wear when attending club or Rotary activities. Now you can see HPH Rotarians in the community with a unique logo that encompasses the culture of the club.

During the service project at Kalihi Elementary School for the Makerspace, the Public Relations and Image Committee had sent two news releases, one to KITV and one to Hawaii News Now. Unfortunately, due to the timing of the service project, neither news outlet was able to run the story. The story of the grand opening of the Ram's Club (Kalihi Elementary School's Makerspace) was later released on HPH's Facebook and Instagram accounts, as well as on the RotaryHPH.org website under Club Stories. Along with these online sites, HPH sends out a weekly newsletter to active, non-active, and potential members that provides details on upcoming meetings and events.

It is important for the members to be able to speak about Rotary and to share their story. On January 25th, the club had a meeting at Big Kahuna where members practiced how to describe why they joined Rotary. They were able to visit local businesses around the restaurant and introduce themselves and the Rotary Club of Hickam Pearl Harbor. The committee will continue its efforts to build a strong brand for the Rotary Club of Hickam Pearl Harbor to attract new members and retain the current members.