



District 1070

Communications Public Relations Marketing Guidelines

2009 – 2010

For the Rotary Club Communications Officer

For the Club Communications Officer.

The aim of your District Communications Committee is to help and encourage Clubs to raise the 'Rotary Profile' by spreading good news stories of their successes to local communities and other Clubs in District 1070 and beyond.

To achieve this, Clubs should have a Communications, Public Relations or Marketing Officer in place to collate and distribute your good and interesting news.

A number of Clubs are already producing excellent marketing and public relations information whilst others are developing their skills and some have yet to make a start. It is recognized that Clubs are at varying stages of development with the success of their marketing activities; however, the Communications Committee is happy to talk to Clubs to suit their particular stages of progress.

Delivering Your Good News

There are a number of excellent vehicles in which to publish the results of the hard work and valuable hours Rotarians devote to Community, Vocational and International activities. These are:

1. District 1070 News & Events

Editor: Graham Walker, Rotary Club of Peterborough Werrington
E-Mail graham@walkeruk.demon.co.uk

Graham awaits your features and articles on Club activities for publication. '**Publication Dates**' for 2009/10 are: 8th July 2009, 29th October 2009, 25th January 2010, 20th April 2010 and 7th July 2010.

'**Copy Dates**' are three weeks before publication, these are: 8th October 2009, 4th January 2010, 30th March 2010 and 16th June 2010.

News and Events also appears on the web site with an archive of back issues.

Information about future events as well as features on recent activities is encouraged.

The Editor prefers information to be submitted by e-mail but is also grateful for

typed copy. Action photographs are encouraged to illustrate events. Information by e-mail should be sent as attachments in .doc format and photographs separately in .jpeg format. Please do not embed photographs in text but send separately. Please send newspaper photographs as .jpeg images which local newspapers are normally able to supply.

If in doubt read the page on the District Website, about Submitting Information and File Types.

2. Local Press and Radio

These are key outlets for your publicity. Building good and regular relationships with the News Desk and Editors of your local Newspaper is essential for on-going cooperation. The same applies to the 'Talk Show Hosts' and Editors of the local Radio Station if you want them to publicise or feature your major Rotary events. Remember that staff changes quite quickly, keep contacts up to date.

As with 1070 News and Events, local press and radio welcome and need interesting and well-presented 'copy' with good lead times. They are interested in 'Rotary in Action' featuring local community activities. However, they will not welcome 'cheque presentations' or photographs of Rotarians at lunch etc; this is a good image for Rotary and generally not interesting for Newspaper readers.

The following tips will help when compiling an article for a Newspaper:

Story or Non-Event?

The biggest problem non-journalists have is recognizing what is a story...and there is no definitive answer to this question. A good rule of thumb is if you can't wait to tell a friend about an incident, then it's probably a story. If you are not sure, ring the Newsdesk for advice. Do not assume that the Newspaper already knows about the incident.

Making a Start

There is no great mystery to writing a press release. You are not expected to write copy which can go straight into the Newspaper. All that is needed are the facts and a daytime telephone number so you can be contacted. Please use the basic "Five Ws" – Who, What, Why, When and Where – are a good start when compiling your article. To the "Ws" you can add "How"!

The Press Release

Start your press release with a short headline so the Newspaper can see at a glance what it is all about, no more than one A4 sheet, for instance...

'Northamptonshire Young Farmer wins national ploughing championship'

The first paragraph should contain what you think will be the most interesting facts for the readers, (remember most of them are not farmers).

Follow this with the rest of the story and don't worry if you think you are giving too much information. It is always best to put too many facts in your press release rather than leave some out. When the reporters tackle the story, they will use what, in their experience, are the relevant and interesting facts.

Don't forget that people's ages and addresses are important together with their first and surnames, not just their initials. Also do not assume that reporters have local knowledge of the geography and history of the area so please add these details in your article.

If you want readers to contact you for further information or, for instance, to buy tickets for an event, put this information in the last paragraph. End your press release with the words "Ends".

Finally do not use acronyms. A list of Rotary Acronyms is included to the rear of the document. You may know what DG stands for but generally members of the public have no idea. You will be amazed at the list.

Contacts

Below "Ends" give the daytime telephone numbers of anyone who the Newspaper may want to contact if further information is needed.

Pictures

Newspapers have teams of photographers and, given a little notice, they can often cover events for you. Although you may want to supply your own photographs or negatives it is best use digital images of fine resolution to e-mail your picture. If you do, please save it as a reasonable-sized jpeg. Please note that "Thumbnails" are generally of no use to a Newspaper.

3. Club Bulletins and Newsletters

Many Clubs produce an 'In-Club' Bulletin/Newsletter to keep members informed about Diary Dates, Club Events, new members and other interesting material.

A number of Clubs also produce a bulletin which is specifically edited for distribution in the local community. These publications come in all shapes and sizes and at varying frequencies, in colour or in black and white.

To encourage more Clubs to produce a documented communication for members and to improve the overall quality of their publication, clubs are encouraged to enter the annual District 1070 Bulletin Competition.

Submit three different copies of your bulletins published between 1st July and 30th June and you could win the coveted District Bulletin Shield. The results will be announced by September/October, usually at District Conference.

There will also be recognition for 'The Best New Bulletin Entry' for Clubs who have previously not produced a bulletin, or Clubs who have not published for the past 3 years. In addition, there will be recognition for 'The Best Rotary Article of the Year'.

The criteria by which the bulletins are judged are: Information, News, Entertainment, Balance, Effectiveness and Presentation.

Why not resolve to enter three different Club Bulletins for the Rotary year ended 30th June and send your entries, preferably in hard copy, to Mark Edwards, Rotary Club of Peterborough Orton's. The competition for 2008-2009 requires entries submitted by 15th July 2009

4. RIBI Public Relations and Magazine Competitions

The details of this competition will be available from your Club Secretary later in the Rotary year.

Stamford St. Martin's were joint winners of the RIBI Public Relations. Any club can enter the RIBI Bulletin Competition, it is not restricted to District Bulletin Competition winners.

5. Marketing

Marketing is not trying to gain new members, it is making people aware of the brand and the experience of Rotary. This year we have a dedicated Marketing Officer, Past District Governor Tony Martin who will lead this work. Unlike M&S, Virgin and Mars we have not much to sell (except various boxes such as Shelterbox) but have to sell the experience.

6. District 1070 Display Stand

The District has a magnificent Display Stand for use at Club Events. Its use is free of charge, but has to be collected and returned to Peter Moreton, Rotary Club of The Nene Valley. It has to be reserved, please good notice if you wish to use it.

7. District Website – www.rotary1070.org

Rotary District 1070 has an excellent website full of facts and information for you and for the public in general. The District 1070 Webmaster is John Cookson, Lutterworth Wycliffe, E-mail: webmaster@rotary1070.org

The purpose of the site is fourfold:

1. To provide information about Rotary in the East Midlands to those who want to know more about us. We hope that this site will introduce Rotary to interested people and provide an insight into what we, for the benefit of others, do throughout our district and in other parts of the world
2. To provide information and downloads on Rotary-related subjects for Rotarians across district 1070 and to provide information about current events which may be of interest to Rotarians and others.
3. Rotary is also about fellowship and having fun. As part of our activities, throughout the district, there is a constant social programme going on which involves Rotarians, their families, their friends and, often, members of the public. The website is there to publicise this.
4. To allow you an opportunity to make contact with us to air your views and comments about Rotary, yourself, or the world in general.

Rotary District 1070 Website is there for you at club level, not just for the District Governor, Officers and District Committees. Of course, the site is well used by many of these, but it's not exclusive in any way.

Clubs can have their own news published to the site, advertise local significant events, and generate interest and support within District 1070. The news and events pages are designed just for this very purpose.

District Committee chairmen and their teams can use the site to keep us all up dated as to their progress and decisions throughout the year. Submissions must come through the committee chairman. Regular progress reports can be sent plus information on events that are being organised.

News of events undertaken is interesting, but news of events to come is even better.

This information has to come from you! **We cannot publish what we don't know about.**

This is how to do it:

Ideally, we need to have your information and graphics in an electronic format e-mailed to the District Webmaster at webmaster@rotary1070.org Identify clearly who you are and which club or district committee you represent. If you don't we won't publish.

We can cope with most Word Processor formats and convert these to the

format necessary for the website, but if possible, please use Microsoft Word. However, it is essential that you use plain text only and avoid all formatting, indenting, fancy layouts, etc. We just have to spend time converting it back. Similarly, if you wish photographs to be included, send these separately and do not embed them in documents. If you have particular requirements for where you want these on the page, send us instructions to this effect. Importantly, ensure that you have the right to publish photographs which you send and that there are no copyright issues. However, make your pictures interesting. Handshaking and cheque presentations really interest only those who send them and, mostly, we don't like them on the District 1070 Website. Finally, do *not* put home addresses or telephone numbers into anything which is intended for the site.

Submitting items for the District Website is not difficult; all you need is the will to do it.

As a general rule:

If you wish your text to be included in a web page then sticks to the rules above.

If you want to display your piece in all of its glory, because this is important to the message or information you are trying to share, and then please send the file in Microsoft Word format. If it needs to be an Adobe Acrobat file, due to size, **we** will convert it in a web-friendly way.

Finally, if you're really not able to do any of the above, send it as typewritten script and, time permitting, we'll do it for you. But please, please, please - only as a last resort!

We can:

- Put your press releases on the site.
- Advertise your forthcoming events
- Store downloadable files on the site for you
- Get your message to Rotarians and the public alike
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We look forward to receiving your interesting articles.

8. RIBI Roadshow

The Roadshow is being supported by RIBI until the end of September 2009 and therefore no information on booking is being provided.

The Roadshow was launched at the RIBI Conference in April 2007. The main purpose of the Roadshow is to:

- Raise the profile of Rotary
- Attract potential Rotary members

The details you regarding the Roadshow can be obtained from the RIBI Website at www.rotary-ribi.org The details will be found under 'MARKETING' and then 'ROADSHOW'.

Should the Roadshow continue then details will be issued as an update in pdf version

Contacting Communication Committee Members

Please contact us if you would like our help. Our contact details are in your District Directory under Communications Committee and we would be pleased to help you.

9. Rotary Display Units for Purchase

The companies listed, manufacture easily portable display units, which can be tailor made with your own Club graphics, wording and pictures, depicting your Club and your community activities.

Most stands are of the 'pop-up' variety, some suitable for inside displays and more robust units for outside use.

These units will help enhance your Club activities and help raise the profile of your Club and Rotary in your community.

Kaleidoscope Imaging Ltd

Contact – Neil McCullough Tel: 0121-771-1171 E-mail: sales@tkpnet.com

Basic stand 80 wide x 200 high (cm) £125.35 incl. Vat and carriage

Pod Exhibition Systems

Contact – David Chamber Tel: 01933 – 411906 E-mail: info@pod-exhibition-system

Outdoor stand 80 wide x 150 high (cm) £205.63 incl. Vat and carriage.

Paul Howarth

Contact Rtn. Paul Howarth Tel: 01325-300212 E-mail: paul@np1.co.uk

Rotary Pop-Up Unit £117.50 incl. Vat and carriage.

The first two companies are current RIBI recommended outlets as they are close to Alcester.

The third is Rtn. Paul Howarth, who can up-date you on what he has to offer. As a Rotarian, Paul is aware that Rotary Clubs usually require inexpensive but effective advertising and therefore his display units are generally more competitively priced.

Please contact companies direct and check out their current product availability and pricing.

10. THANKS FOR LIFE

THANKS FOR LIFE DAY – 23 February 2010, Rotary Day, will focus on promoting Polio Eradication.

The District Governors for 2009-10 in RIBI have all agreed to work together to raise the profile of Rotary and also raise funds for Polio Eradication.

The project is designed to:

- Increase membership through local and national publicity
- Help to raise £1m for Polio Eradication
- Maximise public awareness of the Rotary Polio campaign, the Gates Challenge and Rotary in general.

How can your club become involved?

Organise some events for the week of 21 – 27 February or particularly on 23 February.

You could involve local schools with a sponsored “**Purple Pinkie Day**”. When National Immunisation Days are run, the youngsters have their little finger marked with purple dye to show they have had an immunisation. Extend this to a “non uniform” day, where everyone wears purple, pays one pound and stamps their little finger on a purple pad – then onto a huge sheet of paper, where they sign their name to show they have paid. You will need to give the schools some information about Polio and the campaign ahead of the date, but information should be available for you to use by then. The important point is to contact your schools early in July; otherwise you may be too late to get it into their school calendar.

Why not involve your local Interact Club or Rotaract Club in this initiative.

Ideas for events include a local collection in a shopping centre where you collect for Polio and ask contributors to stamp their finger on a sheet.

In February there is a window of opportunity for clubs to publicise the project and the Rotary experience. Why not use an empty shop window, local library

etc for a display on Rotary and Polio in particular, it is anticipated that a "window kit" will be available to help publicity. Use local Radio Stations, newspapers to further your publicity.

You can organise Polio community events, a celebration concert, youth concert, dinner parties for small groups, and publicise Rotary at the same time – remember to give contact information for those interested in Rotary.

The District Communications Committee will be providing details to all 63 newspapers in the 1070 area whose editors will be expecting details of events organised by clubs or groups of clubs.

11. Rotary images

What is your image of Rotary? If you wish to run a set of photographs at a presentation and do not have enough there is a disc which has been prepared to show a variety of events and projects that take place in the District 1070. Some images submitted for News and Events can be retrieved from archive.

For information contact Graham Walker e. graham@walkeruk.demon.co.uk

12. Logo

For the past three years RIBI has had a wavy banner logo and motto 'Humanity in Motion'. Following a total review all RIBI literature will use the Rotary Wheel only as logo. Full detail to be issued in July.

If you are printing material including letter heads please look at the RIBI website for up to date information on house style.

Summary

We have not included every piece of guidance you will ever need in communications, marketing and public relations matters, however, these guidelines should be of assistance in helping you and your club raise the profile of Rotary in your community.

Graham Walker
District 1070 Communications Chairman.
July 2009

Summary of Rotary Acronyms

Acronym Description

3-H Health, Hunger & Humanity
AG Assistant Governor
AGA Annual Giving Advisor
APF Annual Programs Fund
APFSA Annual Programs Fund Strategic Advisors
C&V Community & Vocational
COL Council on Legislation
CRB Criminal Record Bureau
CSAA Chief Sergeant at Arms
DCC District Communications Chairman
DCV District Community & Vocational Chairman
DDF District Designated Fund
DEO District Extension Officer
DG District Governor
DGE District Governor Elect
DGN District Governor Nominee
DGTM District Governors Training Manual
DIO District Interact Officer
DISC District International Services Chairman
DITO District IT Officer
DMSC District Membership Services Chairman
DOTS District Officers Training Seminar
DPO District Protection Officer
DPRC District Public Relation Chairman
DRFC District Rotary Foundation Chairman
DRO District Rotaract Officer
DSec District Secretary
DTC District Training Chairman
DTreas District Treasurer
DYAC District Youth Activities Chairman
EREY Every Rotarian, Every Year
FARG Foundation Alumni Resource Group
GETS Governor Elect Training Seminar
GSE Group Study Exchange
HOC Host Organisation Committee
HOF House of Friendship
IA International Assembly
IPDG Immediate Past District Governor
IPP Immediate Past President
IPPC International Polio Plus Committee