

PUBLIC IMAGES ISSUES

- (i) Southport conference, can there be a slot for `ROTARY- THINK DIFFERENTLY`? Contact is PHIL DYER/IRENE RUSSEL (I have details)
- (ii) ALCESTER TEAM - Martin- Creative design
James- Editorial/Digital Comms
Rosie- Social media
- (iii) from July 1st (new year) `rotary Connects the World-this is for INTERNAL use -NOT for Public Viewing.
- (iv) MEMBERSHIP. This has been an issue for some years -BUT try a new tack. Put membership to one side and aim to recruit VOLUNTEERS- this will be viewed as Short TERM AGREEMENT. This can be viewed as a PRESCRIPTIVE choice which could lead to membership.

It is a good idea to have another project/activity to run soon after so that the volunteers can be re-engaged. These follow up events are vital, together with posters in advance of event should lead to more volunteer interest.

- (v) DISTRICT CONFERENCE
Organisers need to ensure that Licenced Vendors sell ONLY Correctly branded materials- check on setting up of stalls.

MARTIN TANDY—With regard to LEAFLETS-HQ (MT) offers print on demand service direct from HQ. Clubs can provide their own branding and they will be done for you! Contact MT.

JAMES-

Latest news of VOLUNTEER EXPO- May 1-3rd. NEC BIRMINGHAM.

This is a new Rotary approach, a deliberate move away from conference.

It is a national event with exhibition stands numbering 110.the overall aim is to CONNECT volunteers, community organisations and the charity sector

The Rotary Village will hold centre stage, the idea being to change the public perception of Rotary. NEC Hall 2 is the main venue area. Tickets are free and valid for All 3 days.

The `Rotary Village` will house FINALISTS for ALL ROTARY COMPETITIONS. All competitors for finals-across the board- will be showcased in an effort to engage SCHOOLS and FAMILIES.

Change Lives: Take Action will be to the fore.

FACT- in the last year 12 million people have given their time on a voluntary basis.

Rotary are in active partnership with the NATIONAL COUNCIL for VOLUNTARY ORGS (NCVO) Tickets available from NEC/ THE TICKET FACTORY and VOLUNTEEREXPO.CO.UK

There will be a combination of Networking -Seminars-Interactive activities. May 2nd will feature a home format (for conference freaks!) ending in a GALA DINNER.

COPYRIGHT Issues DAVE KING

Dave reminded us that gross infringement of Copyright law (DESIGN AND PATENTS ACT 1988) carries a fine of 5,000 (dollars).

Current examples of bad practice are: -a) photos b) films c) recordings d) broadcasts.

We need to remember that the person who takes the picture OWNS the copyright. Clubs need to CHECK who owns the copyright BEFORE using it. DON'T WING IT! Court action could result-theft!

ALWAYS – get permission to use Photos-MAKE NO ASSUMPTIONS.

Source, check, permit-give credit to the owner.

BEWARE of google images-Nearly all have copyright.

CURRENTLY- there is an audit on public access channels- there is a `new` industry- finding images `taken` without credit- German law firms.

Dave commented that USER GENERATED CONTENT would assist in humanise stories.

Dave is prepared to come to DISTRICT ASSEMBLY. He will showcase his journalistic skills to focus on how to tell a story- how to get the best out of it.

CHALMERS CARSLEY.

The deliberate incorporation of the Rotary Wheel on an overall picture. (e.g. as a cycle wheel!) is not on! It is an illegal abuse of accepted copyright law. Neither should the Rotary Wheel be used as the substitute for the letter `O`.

Chalmers has hundreds of submitted photos intended to show Rotary in a positive light but do exactly the opposite! Before submission check on quality, framing. Does the picture achieve the overall aim?

*it is hoped that we can arrange a Public Image cascade event, jointly (with 1070+1220 areas) I will be chatting to PHIL DYER (he is our HQ cluster manager)

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