Worksheet 4: Public Relations Committee Case Study

Read the case study below, then create a step-by-step public relations plan for the Rotary Club of Royal Gardens using the case study action plan on the next page. Consider the questions listed as you develop your plan.

The Rotary Club of Royal Garden is located in Boleh Land which has an estimated population of 600,000. The club's 20 members represent a cross section of the Royal Gardens professional community.

The club has conducted a number of projects to support local needs. The most successful and longest-running service project provides support for the single parents in the community. Through this ongoing project, club members raised funds to assist families in needs and also provide micro credit to the percipients, most of them are from the lower income group with low education.

The club recently worked with local schools to identify a candidate who was selected by the district to receive a Rotary Foundation Ambassadorial Scholarship. The scholar, who is studying the effect of global warming on ocean levels, has been corresponding regularly with the club about her experience.

The club's weekly program often attracts prominent local speakers who talks about important issues facing the community. Attendance is high and members remain enthusiastic.

An informal survey conducted by the club revealed that few people in the community are aware of the club's efforts. Some respondents reported they perceive Rotary as a social club for older men. Several members have complained about the difficulty of attracting new members and the lack of recognition the club received for its service to the community. The club's activities have received no media coverage for the past five years.

There are several television and radio stations with different target audience, and broadcasting are delivered in the major languages used in Boleh Land. These stations routinely run public service announcements. Beside the conventional radio stations, there are also some independent internet radio stations which are slowly gaining popularity among the younger generation. The daily newspapers are said to be not interested to publish Rotary activities. An editor of a local daily editor once told the club that her paper will only publish Rotary news if it is 'news worthy'.

How can the club provide basic information about Rotary International and the club to the media and the community?

(You may create fictitious members of the club who may have certain qualities that fits into a given task)

What aspect of the club's current activities might interest the media. Which type pf media is most appropriate for each aspect? Why?

How might club programs attract local media?

What steps should the club take to keep the media and community informed of its activities?

Case Study Action Plan

Action step	Who will be responsible?	How long will this step take?	How will progress be measured?	What resources are available?
1.				
2.				
3.				
4.				
5.				

What did you learn that you can apply to your club?