



Rotary International District 3310

Presidents Elect Training Seminar

Session 7 Group C
Public Relation

Session 7: Public Relations

(Group C)

Facilitator: PP Chia Cheng Wee
Resource Person: PDG Dr Philbert Chin

17th April 2009
1115 hrs – 1215 hrs



Learning Objectives

1. Develop and implement a public relations plan for the club.
2. Develop strategies to raise the image of Rotary in the community.



Club President Responsibilities

- Appoint a club public relations committee.
- Ensure that club projects and activities will attract positive media attention.
- Seek publicity for successful service projects.
- Serve as club spokesperson or identify a fellow club member to do so.
- Inspire club members to promote Rotary or participate in club public relations.



Public Relations Committee

- Develops and executes a plan to provide the public with information about Rotary and promotes the club's service projects and activities



Types of Media

- Local newspapers and magazines
- Local radio stations
- Local TV stations
- Online publications
- Trade publications
- Public access cable stations
- Radio public affairs and talk shows
- Corporate newsletters
- Newsletters of other community organizations
- Billboards



Newsworthy Activities

- Projects that address community needs or a larger news trend
- International service projects
- Projects that involve local youth or prominent community members
- A notable or prominent speaker at a club meeting
- An account of life in another culture
- Stories with a strong visual element

