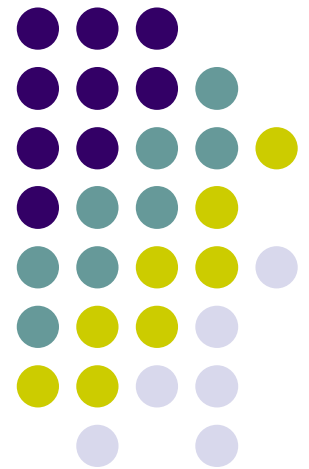
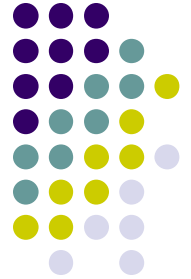


CLUB PUBLIC RELATIONS

By:PP Ronnie Tan
RC of Belait
PETS – 2009/10

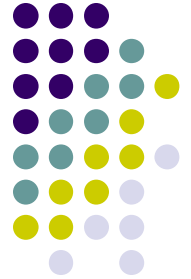




- | Roles & Responsibilities
- | Discussion on Components of Public Relations
- | How can you help committee members serve effectively
- | Goal Setting/ Action Plan/ Motivating Committee Members
- | Summary



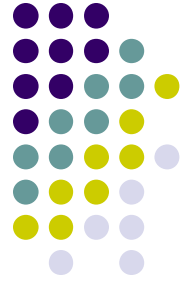
ROLE



- I Develop a plan to provide the public with information about Rotary and promotes the club's service projects and activities.



RESPONSIBILITIES



- | Achieving club public relations goals for the coming year
- | Familiarizing yourself with RI resources
- | Creating awareness of club activities among club members, media, and the general public
- | Enhancing projects and activities to make them more appealing to the media
- | Helping to create a public image conducive to membership development



COMPONENTS OF PUBLIC RELATIONS



- | Audience
- | Media
- | News Releases
- | Fact Sheets





AUDIENCE

- | Media (newspaper, radio, television)
- | Local government officials
- | Business community
- | Civic leaders
- | Community organizations
- | People directly affected by Rotary service projects
- | Students and educators
- | Specialized media that cover a specific topic such as education or health



Media



Media is a broad term that can include television stations, newspapers, international wire services, the Internet, and the publications of other organizations and institutions.

Additional types of media include:

- | Online publications
- | Trade publications
- | Public access cable stations
- | Radio public affairs shows and talk radio
- | Corporate newsletters
- | Nontraditional media such as billboards



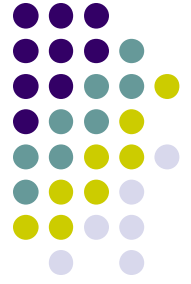


NEWS RELEASES

A news release is the most widely used means of sending information to the media. It can alert media to an event and serve as the basis of a news story. A good news release answers the basic questions of who, what, when, where, why, and how. Ensure that the release is objective and concise (no more than one page).



FACT SHEETS



A fact sheet provides basic information on Rotary, its history, objectives, and project emphases. Among Rotarians, fact sheets are used to educate new and prospective members; outside Rotary, they supply the media with background information, raise public awareness, and inform the general public of Rotary's activities. Find RI fact sheets at www.rotary.org.



SERVING EFFECTIVELY

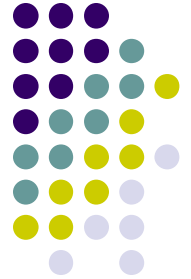


Before taking office, you have the following responsibilities:

- | Reviewing your committee's manual
- | Attending the district assembly
- | Reviewing your club's bylaws, which should contain information on your committee's purpose
- | Working with the president-elect to recruit committee members based on their professional abilities and personal interests, and preparing them for the year
- | Reviewing and establishing club long-range and annual goals with the president-elect using the *Planning Guide for Effective Rotary Clubs*
- | Developing an action plan for your committee to achieve annual goals



SERVING EFFECTIVELY

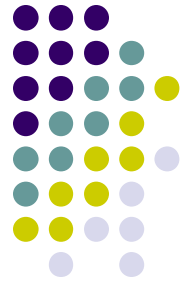


During your year as committee chair, you have the following responsibilities:

- | Planning and conducting regular committee meetings and activities
- | Holding members accountable for the responsibilities they've accepted
- | Reporting committee activities and progress to the club president and board of directors and the full club
- | Cooperating with the appropriate district committee on multiclub activities or initiatives
- | Recognizing committee members' work and efforts



ESTABLISHING EFFECTIVE GOALS



To ensure that the goals established accurately reflect committee capabilities and club interests, committee goals should be

- | **Shared.** Those who participate in setting a goal and developing strategies to achieve that goal are committed to implementing it. Consult with club leaders, club members, and district leaders in setting a goal.
- | **Measurable.** A goal should provide a tangible point to pursue.
- | **Challenging.** A goal should be ambitious enough to go beyond what the club has accomplished in the past.
- | **Achievable.** Rotarians should be able to accomplish the goal with the resources available. Compare goals to previous goals achieved by the committee and the club.
- | **Time specific.** A goal should have a deadline or timeline.



ACTION PLAN

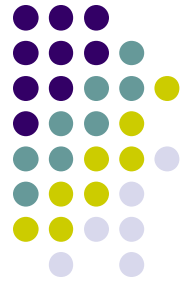


Developing an action plan. The following steps can help you develop an action plan:

- | Establish a time frame for each step.
- | Determine who is responsible for implementing each step.
- | Establish the criteria for measuring progress and success for each step.
- | Consider the resources and tools available from your club, district, and RI to support the goal.
- | Secure human, informational, and financial resources before taking action.
- | Evaluate the success of previous goals and your current plan, making modifications as necessary.



MOTIVATING COMMITTEE MEMBERS



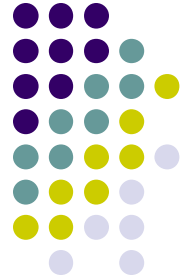
Motivating committee members to follow the action plan.

Common motivators include:

- | Belief that the goal will benefit the community and their club, district, and Rotary
- | Opportunities for fellowship
- | Opportunities for networking
- | Belief that the goal is achievable and they will be successful
- | Assignments that are challenging or use their expertise
- | Recognition of efforts and time spent working toward committee goals

Using these motivating factors can help maintain member commitment to Rotary and encourages continued participation in club activities.





THANK YOU

