



Session 1:

Role and Responsibilities

Public Relations Committee

Facilitator: PP Chia Cheng Wee
Resource Person: PDG Chris Chen

18 April 2009
1115 hrs – 1215 hrs

Learning Objectives

- Identify the role of the public relations committee.
- Select appropriate committee members.



- Anyone served in this committee before?
 - Share your experience – what has this committee done for your club in the past?
 - Any problem ?
 - The most valuable experience that you gained



Role

Develop plans to inform the public about *Rotary* and promote the club's service projects and activities.



Responsibilities

- Achieve club public relations goals for the coming year.
- Create awareness of club activities for club members, media, and the general public.
- Enhance projects and activities to make them more appealing to the media.
- Help create a public image conducive to membership development.
- Know the resources available from RI.



- As PR Chair/Committee Member, what are your responsibilities
 - Set goals
 - E.g. : target number of press exposures
 - Alternative media善用各种媒体
 - Formulate a plan
 - Do it!



Promoting Positive Public Relations

- Stay up-to-date on RI public relations resources and initiatives for clubs on www.rotary.org.
- Create contact lists of media in your community.
- Keep the club's Web site up-to-date and interesting to the general public.
- Encourage members to wear their lapel pin.
- Encourage members to talk about the club's projects and activities.



- Relationship with the media
 - Invite and induct media workers
 - Invite them as speaker
 - Provide sufficient information and accurate facts to the media
 - Target reporters that covers humanitarian stories



What attracts the media ?

- Newsworthiness
 - Photos with strong impact
 - *Providing aids to war/disaster victims*
 - Relevant to the local community
 - Something extraordinary



Working with the Media

- Know the facts of the story you wish to promote.
- Designate your spokespeople.
- Prepare fact sheets.
- Write a news release.



Committee Members

- Prominent community members
- Professional media experience or relationships
- Thorough knowledge of Rotary International and your club
- Strong speaking, writing, or photography skills
- Web site development experience

