



District 1070

# Communications Public Relations Marketing Guidelines

2010 – 2011

For the Rotary Club Communications Officer

## **For the Club Communications Officer.**

The aim of your District Communications Committee is to help and encourage Clubs to raise the 'Rotary Profile' by spreading good news stories of their successes to local communities and other Clubs in District 1070 and beyond.

To achieve this, Clubs should have a Communications, Public Relations or Marketing Officer in place to collate and distribute your good and interesting news.

A number of Clubs are already producing excellent marketing and public relations information whilst others are developing their skills and some have yet to make a start. It is recognized that Clubs are at varying stages of development with the success of their marketing activities; however, the Communications Committee is happy to talk to Clubs to suit their particular stages of progress.

Clubs are asked to adopt the Club Leadership Plan

### **Delivering Your Good News**

There are a number of excellent vehicles in which to publish the results of the hard work and valuable hours Rotarians devote to Community, Vocational and International activities. These are:

#### **1. District 1070 News & Events**

Editor: Graham Walker, Rotary Club of Peterborough Werrington  
E-Mail [graham@walkeruk.demon.co.uk](mailto:graham@walkeruk.demon.co.uk)

Graham awaits your features and articles on Club activities for publication.  
'**Publication Dates**' for 2010/11 are: 28<sup>th</sup> October 2010, 24<sup>th</sup> January 2011, 19<sup>th</sup> April 2011 and 6<sup>th</sup> July 2011.

'**Copy Dates**' are three weeks before publication, these are: 7<sup>th</sup> October 2010, 4<sup>th</sup> January 2011, 29<sup>th</sup> March 2011 and 15<sup>th</sup> June 2011.

News and Events also appears on the web site with an archive of back issues.

The magazine includes information about future events as well as features on recent activities. Clubs are encouraged to submit information.

The Editor prefers copy to be submitted by e-mail but is also grateful for typed copy though this has to be typed as a word document, hand written script must be legible. Action photographs are encouraged to illustrate events. Information by e-mail should be sent as attachments in .doc format and photographs separately in .jpeg format. Please do not embed photographs in text but send separately. Please send newspaper photographs as .jpeg images which local newspapers are normally able to supply.

If in doubt read the page on the District Website, about Submitting Information and File Types.

News and Events is intended to be read by the public, used as a marketing tool and distributed at events. Additional copies are printed and if required can be collected at District Council from the Editor. It is helpful if you could reserve the number required.

News and Events won the RIBI Award for Best District Bulletin 2009.

## **2. Local Press and Radio**

These are key outlets for your publicity. Building good and regular relationships with the News Desk and Editors of your local Newspaper is essential for on-going cooperation. The same applies to the 'Talk Show Hosts' and Editors of the local Radio Station if you want them to publicise or feature your major Rotary events. Remember that staff changes quite quickly, keep contacts up to date.

**As with 1070 News and Events, local press and radio welcome and need interesting and well-presented 'copy' with good lead times.** They are interested in 'Rotary in Action' featuring local community activities. However, they will not welcome 'cheque presentations' or photographs of Rotarians at lunch etc; this is a good image for Rotary and generally not interesting for Newspaper readers.

The following tips will help when compiling an article for a Newspaper:

### **Story or Non-Event?**

The biggest problem non-journalists have is recognizing what is a story...and there is no definitive answer to this question. A good rule of thumb is if you can't wait to tell a friend about an incident, then it's probably a story. If you are not sure, ring the Newsdesk for advice. Do not assume that the Newspaper already knows about the incident.

### **Making a Start**

There is no great mystery to writing a press release. You are not expected to

write copy which can go straight into the Newspaper. All that is needed are the facts and a daytime telephone number so you can be contacted. Please use the basic "Five Ws" – Who, What, Why, When and Where – are a good start when compiling your article. To the "Ws" you can add "How"!

## **The Press Release**

Start your press release with a short headline so the Newspaper can see at a glance what it is all about, no more than one A4 sheet, for instance...

'Northamptonshire Young Farmer wins national ploughing championship'

The first paragraph should contain what you think will be the most interesting facts for the readers, (remember most of them are not farmers).

Follow this with the rest of the story and don't worry if you think you are giving too much information. It is always best to put too many facts in your press release rather than leave some out. When the reporters tackle the story, they will use what, in their experience, are the relevant and interesting facts.

Don't forget that people's ages and addresses are important together with their first and surnames, not just their initials. Also do not assume that reporters have local knowledge of the geography and history of the area so please add these details in your article.

If you want readers to contact you for further information or, for instance, to buy tickets for an event, put this information in the last paragraph. End your press release with the words "Ends".

Finally do not use acronyms. A list of Rotary Acronyms is included to the rear of the document. You may know what DG stands for but generally members of the public have no idea. You will be amazed at the list.

## **Contacts**

Below "Ends" give the daytime telephone numbers of anyone who the Newspaper may want to contact if further information is needed.

## **Pictures**

Newspapers have teams of photographers and, given a little notice, they can often cover events for you. Although you may want to supply your own photographs or negatives it is best use digital images of fine resolution to e-mail your picture. If you do, please save it as a reasonable-sized jpeg. Please note that "Thumbnails" are generally of no use to a Newspaper.

Jon Whowell the Public Relations Officer for the team advises not to send in a photograph initially but to state that a photograph is available and to telephone the reporter soon after sending the email.

## **District Assembly Information**

At District Assembly 2010 Jon Whowell gave a talk on his work as a Public Relations Officer. The presentation was downloaded onto the District web site to be viewed and used by clubs.

### **3. Club Bulletins and Newsletters**

Many Clubs produce an 'In-Club' Bulletin/Newsletter to keep members informed about Diary Dates, Club Events, new members and other interesting material.

A number of Clubs also produce a bulletin which is specifically edited for distribution in the local community. These publications come in all shapes and sizes and at varying frequencies, in colour or in black and white.

To encourage more Clubs to produce a documented communication for members and to improve the overall quality of their publication, clubs are encouraged to enter the annual District 1070 Bulletin Competition.

Submit three different copies of your bulletins published between 1<sup>st</sup> July and 30<sup>th</sup> June and you could win the coveted District Bulletin Shield. The results will be announced by September/October, usually at District Conference.

There will also be recognition for 'The Best New Bulletin Entry' for Clubs who have previously not produced a bulletin, or Clubs who have not published for the past 3 years. In addition, there will be recognition for 'The Best Rotary Article of the Year'.

The criteria by which the bulletins are judged are: Information, News, Entertainment, Balance, Effectiveness and Presentation.

Why not resolve to enter three different Club Bulletins for the Rotary year ended 30<sup>th</sup> June and send your entries, details for 2010 were issued in News & Events and Let's Communicate with a closing date of 15<sup>th</sup> July 2010.

Bulletins already provided for information to News & Events are automatically been included in the competition. Please send entries by email or hard copy. By post: Graham Walker, 28 Melford Close, Longthorpe, Peterborough. PE3 9NG

Email: [graham@walkeruk.demon.co.uk](mailto:graham@walkeruk.demon.co.uk)

The 2010 competition will be judged by Courtney Finn of the Rotary Club of Grantham, completed by 1<sup>st</sup> September 2010 and presentations made at the District Conference at Bournemouth

#### **4. RIBI Public Relations and Magazine Competitions**

The details of this competition will be available from your Club Secretary later in the Rotary year.

In 2008 Stamford St. Martin's were joint winners of the RIBI Public Relations Competition.

Any club can enter the RIBI Bulletin Competition which runs in calendar years, it is not restricted to District Bulletin Competition winners and any club can submit direct to RIBI at Alcester.

#### **5. Marketing**

Marketing is not trying to gain new members; it is making people aware of the brand and the experience of Rotary. There is a dedicated Marketing Officer, Past District Governor Tony Martin, who will lead this work. In 2010 he has gathered over ten people with marketing experience throughout the District to co-ordinate and invigorates interest.

Marketing can be best generated by the clubs who also should liaise with their Assistant Governor.

All clubs are encouraged to produce their own information leaflet

RIBI is making grants available to Districts and areas of clubs, not necessarily all in the same district to produce a marketing membership campaign.

Unlike M&S, Virgin and Mars we have not much to sell (except various boxes such as Shelterbox) but have to sell the service.

#### **6. District 1070 Display Stand**

The District has a magnificent Display Stand for use at Club Events. Its use is free of charge, but has to be collected and returned to Peter Moreton, Rotary Club of The Nene Valley. It has to be reserved, please good notice if you wish to use it.

#### **7. District Website – [www.rotary1070.org](http://www.rotary1070.org)**

Rotary District 1070 has an excellent website full of facts and information for you and for the public in general. The District 1070 Webmaster is John Cookson, Lutterworth Wycliffe, E-mail: [webmaster@rotary1070.org](mailto:webmaster@rotary1070.org)

## **The purpose of the site is fourfold:**

1. To provide information about Rotary in the East Midlands to those who want to know more about us. We hope that this site will introduce Rotary to interested people and provide an insight into what we, for the benefit of others, do throughout our district and in other parts of the world
2. To provide information and downloads on Rotary-related subjects for Rotarians across district 1070 and to provide information about current events which may be of interest to Rotarians and others.
3. Rotary is also about fellowship and having fun. As part of our activities, throughout the district, there is a constant social programme going on which involves Rotarians, their families, their friends and, often, members of the public. The website is there to publicise this.
4. To allow you an opportunity to make contact with us to air your views and comments about Rotary, yourself, or the world in general.

Rotary District 1070 Website is there for you at club level, not just for the District Governor, Officers and District Committees. Of course, the site is well used by many of these, but it's not exclusive in any way.

Clubs can have their own news published to the site, advertise local significant events, and generate interest and support within District 1070. The news and events pages are designed just for this very purpose.

District Committee chairmen and their teams can use the site to keep us all up dated as to their progress and decisions throughout the year. Submissions must come through the committee chairman. Regular progress reports can be sent plus information on events that are being organised.

News of events undertaken is interesting, but news of future events is even better. This information has to come from you!

**We cannot publish what we don't know about.**

## **This is how to do it:**

Ideally, we need to have your information and graphics in an electronic format e-mailed to the District Webmaster at [webmaster@rotary1070.org](mailto:webmaster@rotary1070.org) Identify clearly who you are and which club or district committee you represent. If you don't we won't publish.

We can cope with most Word Processor formats and convert these to the format necessary for the website, but if possible, please use Microsoft Word. However, it is essential that you use plain text only and avoid all formatting, indenting, fancy layouts, etc. We just have to spend time converting it back.

Similarly, if you wish photographs to be included, send these separately and do not embed them in documents. If you have particular requirements for where you want these on the page, send us instructions to this effect. Importantly, ensure that you have the right to publish photographs which you send and that there are no copyright issues. However, make your pictures interesting. Handshaking and cheque presentations really interest only those who send them and, mostly, we don't like them on the District 1070 Website. Finally, do *not* put home addresses or telephone numbers into anything which is intended for the site.

Submitting items for the District Website is not difficult; all you need is the will to do it.

### **As a general rule:**

If you wish your text to be included in a web page then sticks to the rules above.

If you want to display your piece in all of its glory, because this is important to the message or information you are trying to share, and then please send the file in Microsoft Word format. If it needs to be an Adobe Acrobat file, due to size, **we** will convert it in a web-friendly way.

Finally, if you're really not able to do any of the above, send it as typewritten script and, time permitting, we'll do it for you. But please, please, please - only as a last resort!

### **We can:**

- Put your press releases on the site.
- Advertise your forthcoming events
- Store downloadable files on the site for you
- Get your message to Rotarians and the public alike
- 

We look forward to receiving your interesting articles.

### **Members only section**

There have been requests in 2010 for an entirely private area on the District Website. John Cookson has created one through a WIKI site. Members will need to request authorisation to use the site, but this can be done with a simple email to him. If you click [www.rotary1070.org/members](http://www.rotary1070.org/members) this should take you to a hidden page in our site with a link. From there, you can then access the page. You are able to create pages on special subjects of your choice and upload files for others to find as they are needed.

Please provide your name, club and if possible RI membership number, your email and password will be verified and you will be able to access the site.

All presentations that are made at District Assembly are downloaded onto the web site for use by clubs and in addition presentations made elsewhere can be submitted to the webmaster to provide detail to all rotary members

## **8. Club Website**

It is the responsibility of each club with a web site to keep it up to date. It is vital that it is reviewed on a weekly basis.

The RIBI Template web site costs only £50 per year with all money donated to Foundation.

All web sites should be linked to the District web site.

## **9. Information Technology Officer**

Mark Greenhalgh of the Rotary Club of Ramsey is the District IT Officer who will provide information on the RIBI Template, RI and RIBI web sites and general computing and IT queries.

Mark will also be able to verify members who wish to join the member's only section on the district web site when John Cookson is not available.

[markgreenhalgh@ramseyrotary.co.uk](mailto:markgreenhalgh@ramseyrotary.co.uk)

To gain access to the members section of the RIBI and RI web sites you must apply on line and have your RI Membership number. This is held by your club secretary. You will be asked to provide your email address and a password of eight characters that must include at least one number or one letter.

It is essential that the club secretary has provided up to date email addresses to RIBI otherwise if the two addresses do not correspond access will be denied.

All three sites have a wealth of information and the best advice is to plug and play.

## **10. Photography**

At major district events it is normal that a photographer is appointed to take official photographs. It is noticeable that a number of people appear to take photographs but where do the images go? No doubt some are very personal and for club use only. Some can be used for publicity purposes and particularly the District Web site. Last year a photo gallery was included on the web site. John Cookson displays photographs of events such as District Conference, Assembly, Council and Handover for about three months after the event. They can be downloaded at no charge for club or personal use. Some could be used for News & Events. A digital archive is being considered and members are

asked that if they choose to photograph district events that they provide such photographs to the Communications Team in jpeg format by email providing detail of when, where, photographer and club.

## **11. Rotary Display Units for Purchase**

The companies listed, manufacture easily portable display units, which can be tailor made with your own Club graphics, wording and pictures, depicting your Club and your community activities.

Most stands are of the 'pop-up' variety, some suitable for inside displays and more robust units for outside use.

These units will help enhance your Club activities and help raise the profile of your Club and Rotary in your community.

### **Kaleidoscope Imaging Ltd**

Contact – Neil McCullough                      Tel: 0121-771-1171                      E-mail: [sales@tkpnet.com](mailto:sales@tkpnet.com)

Basic stand 80 wide x 200 high (cm)

### **Pod Exhibition Systems**

Contact – David Chamber                      Tel: 01933 – 411906                      E-mail: [info@pod-exhibition-system](mailto:info@pod-exhibition-system)

Outdoor stand      80 wide x 150 high (cm)

### **Paul Howarth**

Contact Rtn. Paul Howarth                      Tel: 01325-300212                      E-mail: [paul@np1.co.uk](mailto:paul@np1.co.uk)

Rotary Pop-Up Unit

The first two companies are current RIBI recommended outlets as they are close to Alcester.

The third is Rtn. Paul Howarth, who can up-date you on what he has to offer. As a Rotarian, Paul is aware that Rotary Clubs usually require inexpensive but effective advertising and therefore his display units are generally more competitively priced.

Please obtain prices direct from the suppliers

Please contact companies direct and check out their current product availability and pricing as they are subject to changes particularly VAT.

## 12. Thanks for Life

The 2010 Thanks for Life Campaign was a huge success with over One million pounds raised. District Governors for 2010-2011 in RIBI decided to continue the campaign into 2011 to work together to raise the profile of Rotary and also raise funds for Polio Eradication.

THANKS FOR LIFE DAY is 23 February 2011, Rotary Day, and will again focus on promoting Polio Eradication.

The project is designed to:

- Increase membership through local and national publicity
- Help to raise another £1m for Polio Eradication
- Maximise public awareness of the Rotary Polio campaign, the Gates Challenge and Rotary in general.

How can your club become involved?

Organise some events for the week of 21 – 27 February or particularly on 23 February.

One project is Focus on the Crocus

RIBI is working with [The Eden Project](#) and the [International Flower Bulb Centre \(IBC\)](#) in Holland to plant purple crocus bulbs from the beginning of October so they will be in flower for Rotary Day – 23rd February 2011. These purple flowers represent the colour of ink dabbed on a child's little finger to indicate that they have been immunised against polio.

To add some excitement and a bit of Rotary fun, why not take part in the RIBI Challenge to set a New Guinness World Record for planting bulbs? The aim of [Focus on the Crocus](#) is for Rotary clubs across RIBI to contact their local schools, residential homes, local councils and other community organisations to ask them to identify suitable sites and, hopefully, take part in planting the area with swathes of purple crocus bulbs in the autumn – this will become a reminder of the essential need to continue the fight to eradicate polio from our world.

You could involve local schools with a sponsored **"Purple Pinkie Day"**. When National Immunisation Days are run, the youngsters have their little finger marked with purple dye to show they have had an immunisation. Extend this to a "non uniform" day, where everyone wears purple, pays one pound and stamps their little finger on a purple pad – then onto a huge sheet of paper, where they sign their name to show they have paid. You will need to give the schools some information about Polio and the campaign ahead of the date, but information should be available for you to use by then. The important point is

to contact your schools early in July; otherwise you may be too late to get it into their school calendar.

Why not involve your local Interact Club or Rotaract Club in this initiative.

Ideas for events include a local collection in a shopping centre where you collect for Polio and ask contributors to stamp their finger on a sheet.

In February there is a window of opportunity for clubs to publicise the project and the Rotary experience. Why not use an empty shop window, local library etc for a display on Rotary and Polio in particular, it is anticipated that a "window kit" will be available to help publicity. Use local Radio Stations, newspapers to further your publicity.

You can organise Polio community events, a celebration concert, youth concert, dinner parties for small groups, and publicise Rotary at the same time – remember to give contact information for those interested in Rotary.

The District Communications Committee will be providing details to all 63 newspapers in the 1070 area whose editors will be expecting details of events organised by clubs or groups of clubs.

### **13. Image of Rotary**

What is your image of Rotary? If you wish to run a set of photographs at a presentation and do not have enough there is a disc which has been prepared to show a variety of events and projects that take place in the District 1070 in 2009-2010. Some images submitted for News and Events can be retrieved from archive.

For information contact Graham Walker e. [graham@walkeruk.demon.co.uk](mailto:graham@walkeruk.demon.co.uk)

### **14. Logo**

Following a total review all RIBI literature now uses the Rotary Wheel as the only logo.

Templates are available for clubs to produce a standard corporate image in the form of letters, compliment slips, memorandum and can be provided without charge.

If you are printing material including please check the RIBI website for up to date information on house style.

## **15. Summary**

We have not included every piece of guidance you will ever need in communications, marketing and public relations matters, however, these guidelines should be of assistance in helping you and your club raise the profile of Rotary in your community.

### **Contacting Communication Committee Members**

Please contact us if you would like our help. Our contact details are below and we would be pleased to help and give presentations.

Graham Walker. Chairman & District Editor. [graham@walkeruk.demon.co.uk](mailto:graham@walkeruk.demon.co.uk)

John Cookson. Webmaster. [webmaster@rotary1070.org](mailto:webmaster@rotary1070.org)

Mark Greenhalgh. IT Officer. [markgreenhalgh@ramseyrotary.co.uk](mailto:markgreenhalgh@ramseyrotary.co.uk)

Tony Martin. Marketing Officer. [C18@sky.com](mailto:C18@sky.com)

Jon Whowell. PR Officer. [consultancyjw@googlemail.com](mailto:consultancyjw@googlemail.com)

Courtney Finn. Bulletin Competition. [cfinn@talktalk.net](mailto:cfinn@talktalk.net)

Peter Moreton. Display Screens. [docswing@btopenworld.com](mailto:docswing@btopenworld.com)

Geof Nichols. Liaison Assistant Governor. [geofnic@tinyworld.co.uk](mailto:geofnic@tinyworld.co.uk)

Graham Walker

District 1070 Communications Chairman.

July 2010

## **Summary of Rotary Acronyms**

### **Acronym Description**

3-H Health, Hunger & Humanity  
AG Assistant Governor  
AGA Annual Giving Advisor  
APF Annual Programs Fund  
APFSA Annual Programs Fund Strategic Advisors  
C&V Community & Vocational  
COL Council on Legislation  
CRB Criminal Record Bureau  
CSAA Chief Sergeant at Arms  
DCC District Communications Chairman  
DCV District Community & Vocational Chairman  
DDF District Designated Fund  
DEO District Extension Officer  
DG District Governor  
DGE District Governor Elect  
DGN District Governor Nominee  
DGTM District Governors Training Manual  
DIO District Interact Officer  
DISC District International Services Chairman  
DITO District IT Officer  
DMSC District Membership Services Chairman  
DOTS District Officers Training Seminar  
DPO District Protection Officer  
DPRC District Public Relation Chairman  
DRFC District Rotary Foundation Chairman  
DRO District Rotaract Officer  
DSec District Secretary  
DTC District Training Chairman  
DTreas District Treasurer  
DYAC District Youth Activities Chairman  
EREY Every Rotarian, Every Year  
FARG Foundation Alumni Resource Group  
GETS Governor Elect Training Seminar  
GSE Group Study Exchange  
HOC Host Organisation Committee  
HOF House of Friendship  
IA International Assembly  
IPDG Immediate Past District Governor  
IPP Immediate Past President  
IPPC International Polio Plus Committee