**Rotary 7910 Quarterly District PR Meeting: AUGUST 30, 2016**

7-8:30 PM Holiday Inn Boxborough

**Agenda**

* Introductions
* 2016-17 PR Awards
* District 7910 Facebook page owner for public promotion
* Review Q4 minutes for FY16-17: themes
* Determine top 3 activities for FY16-17
* Next meeting: November TBD (not 7 or 14)

**From Rotary International: Public Image Committee**

Effective public relations strategies can boost the positive impact a project has on a community. Your committee promotes Rotary to the public and fosters understanding, appreciation, and support for our programs. In particular, you:

* Contact the media with stories of projects and events in the district, and share these stories through social media.
* Promote the End Polio Now campaign, our areas of focus, grant successes, alumni activities, and awards to clubs.
* Encourage clubs to make public relations outreach a priority.

Learn more about [publicizing service projects](https://www.rotary.org/myrotary/en/learning-reference/learn-topic/public-relations).

**From Q4 Minutes for FY16-17**

* What works in terms of PR to attract new members? In short, everything. You cannot rely on one magic bullet.
	+ It takes a variety of media and channels to reach your audience. It takes time and patience and an on-going effort.
	+ Be consistent and repetitious in your message.
	+ Everything you do for PR should build upon what has already been done, in look and feel and content.
	+ Content provides the best response.
	+ Direct your audience to one place, ideally a website.
	+ Also be aware of what your target audience uses for information and communications. 30-somethings don’t watch TV or read hard-copy newspapers. They get most of their news from Facebook, for example.
* Many newspaper chains offer paid space for a regular Rotary column (Wicked Local, for example). Much discussion about why should Rotary pay for press. Many local newspapers are desperate for content.
* What is the role of the District Public Relations (Public Image) Committee?
	+ Help those clubs that want help.
	+ Have smaller workshops instead of district-wide events.
	+ Rotate workshops around the district.
	+ Focus on those who want to make change.
* Tools that every club should have at a minimum:
	+ Website (some use Facebook, but it is difficult to find durable content)
	+ Membership brochure
	+ Newsletter: internal and/or external
	+ Corporate membership brochure
	+ Presentation and/or video
* Newsworthy news releases:
	+ Dedicated column for Rotary costs $. Our coverage should be free. {Note: You have more credibility as well when the coverage is free.]
	+ Use regional/greater metropolitan news agencies to highlight Rotary activities.
	+ Many news services don’t cover the district; however, it’s a start.
* Ideas for FY16-17:
	+ We had a budget and spent funding this year on events that we begged people to attend. Could that money be spent more effectively next year?
	+ Give clubs the tools and mechanics to conduct integrated marketing.
	+ Help clubs do their PR (specifically targeted) versus do the PR for them (general awareness). We can complement club activities at the district level but we should not do the club’s PR for it.
	+ Educate members on the materials that already exist.
	+ Request clubs to double the amount of coverage that their club gets.
	+ Motivate clubs to get the message out (need to define what the message is and what we want them to do).
	+ Have the district do PR outreach in larger metropolitan areas in the district using the content that clubs provide for the district newsletter – repackage and distribute.
	+ Conduct workshops across the district on specific topics. Perhaps do at team meetings. (Concern about availability of presenters to repeat 4 times).
	+ Need to be careful about resource burn-out.

**Some Ideas for PR Activities**

* Training sessions: what type of content, how often, live or virtual
* Speaker program: topics and speakers
* District press releases: criteria
* “External” district website
* Public Facebook page