



## Lincoln South Rotary Club

2010-2011 Rotary Year

### Public Relations Committee

#### Committee and Chair Job Description and Overview of Responsibilities

**Description:** The role of the club public relations committee is to inform the public about Rotary and promote the club's service projects and activities. Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs. When a Rotary club has a positive public image, current members are motivated to be active and prospective members are eager to join. The responsibilities of the club membership committee summarized below are explained further in the Club Public Relations Committee Manual:

- Develop committee goals to achieve the club's public relations goals for the coming year.
- Promote Rotary and your Rotary club in your community.
- Work with Rotarians in your club to maximize public relations efforts.
- Understand the components of public relations that will help you promote Rotary to the community.
- Know Rotary's key messages and be able to use them when speaking in public.

The primary responsibility of the public relations committee is to create awareness in your community of your club's service projects and activities, and in doing so, promote the values and work of the organization. The community learns about Rotary through the media and by what others say about the organization, so informing your club members and the media of your club's undertakings is crucial to building strong public relations. There are many ways to promote your club and the organization, including:

- Sponsoring special events, such as marathons, recycling efforts, or fundraisers
- Creating exhibits and displays throughout the community
- Advertising club projects and events in newspapers or magazines, on billboards or buses, etc.
- Encouraging Rotarians to wear their Rotary lapel pins
- Posting Rotary information on an online forum, community calendar, social networking sites, etc.

Your committee should brainstorm other ideas before your year begins, and create a plan for implementing them during your year. In order to promote Rotary effectively, you will need to work with other Rotarians, understand the components of public relations, and know and be able to use key Rotary messages. Effective public relations requires time, effort, and planning. When your committee develops an action plan before the beginning of the Rotary year, it should address the audience, strategies and tools, and projects and activities that will be promoted.

**Audience:** Ensuring a positive image requires public relations efforts directed at different audiences including:

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

**Media:** Information can be delivered through various tools, including:

- Television
- Newspapers
- Internet, including blogs and social networking sites
- International wire services
- Publications of organizations and institutions
- Online publications
- Trade publications
- Public access cable shows
- Radio public affairs shows and talk radio
- Corporate newsletters
- Billboards

Because there is tremendous competition for media time and space, your club should choose the media types that will be most effective in promoting Rotary to your targeted audiences.