

Rotary Club of Vancouver Director of Public Relations

General Accountability:

The Director of Public Relations is accountable to the Board of Directors for all promotional activities. The Director of Public Relations's principal role is to ensure that club members and the local community are kept informed of the club's activities. .

Responsibilities;

Before July 1st:

1. Meet with current President –elect to develop PR goals & strategies for the year.
2. Annually download from Rotary International website PR Committee Manual.
3. Meet with the current PR Director to discuss any on-going issues.
4. Recruit committee members for service project assignments.
5. Familiarize yourself with the work of the Data Manager including Fund Raising Coordination.
6. Prepare a budget for the coming year.

After July 1st

1. Meet with the local newspapers to develop a mutually beneficial relationship.
2. Attend committee meetings from time to time to gain knowledge about activities of the club.
3. Develop/obtain editorial copy for submission to the local papers each month.
4. Co-ordinate submissions to the monthly District newsletter.
5. Produce a Club newsletter.
6. Co-ordinate development of the Club website.
7. Prepare a program for Rotary Awareness Month – January.

Raising Rotary's public image is essential to a club's ultimate success. Public relations can greatly enhance the impact of club activities ranging from membership recruitment to community service. While many different groups in the club may be concerned with public relations, the public relations committee is responsible for coordinating public relations efforts.

Selecting Committee Members

When choosing Rotarians for the public relations committee it is important to select articulate Rotarians who are knowledgeable about Rotary International and the club and can be effective spokespeople when dealing with the media.

Rotarians to consider include:

- Media professionals
- People with ties to the media through business or other professional activities, such as advertising
- Individuals with speaking, writing, or photography skills
- Civic, academic, or religious leaders within the community
- Rotarians with a thorough knowledge of the club and Rotary International

- Web designers

Public Relations Committee Responsibilities

- Presents information to the public about the club, Rotary, its history, goals, and accomplishments throughout the Rotary year, especially during Rotary Awareness Month (January)
- Works with the media to secure proper publicity for the club's activities
- Works with club committees that are conducting service activities to publicize successful club projects through the local media
- Creates a list of media contacts and updates it regularly
- Responds quickly and accurately to media inquiries about club activities
- Advises the club president on public relations matters
- Communicates with key organizations and leaders within the community
- Keeps the district public relations chair informed of larger stories that may generate interest beyond the local community
- Works with the magazine committee to keep RI informed of newsworthy club projects

Preparing Committee Members

The committee chair should do the following to help committee members operate effectively as club public relations leaders:

- Inform committee members about the responsibilities associated with club public relations.
- Share examples of past public relations efforts, both successful and unsuccessful, and discuss why those efforts did or did not work in order to apply lessons to current efforts.
- Provide committee members with a calendar of club and community events to facilitate planning.
- Prepare a list of visitors who may be of interest to the local media, including:
 - Ambassadorial Scholars
 - Youth Exchange participants
 - Group Study Exchange team members
 - District governor
 - Unique or noteworthy program speakers

Working with Other Club Leaders

Although the public relations committee is directly responsible for coordinating a club's public relations campaign, other club committees and officers can also play important roles in enhancing and sustaining Rotary's positive public image. Other committees that support club public relations include:

- **Membership development committee.** Can assist in recruiting qualified media representatives as members
- **Rotary information committee.** Can ensure that new and existing members are knowledgeable about Rotary and club information
- **Magazine committee.** Can provide THE ROTARIAN or Rotary regional magazine to local media and other community venues
- All **service-oriented committees** that may be conducting activities worthy of media coverage