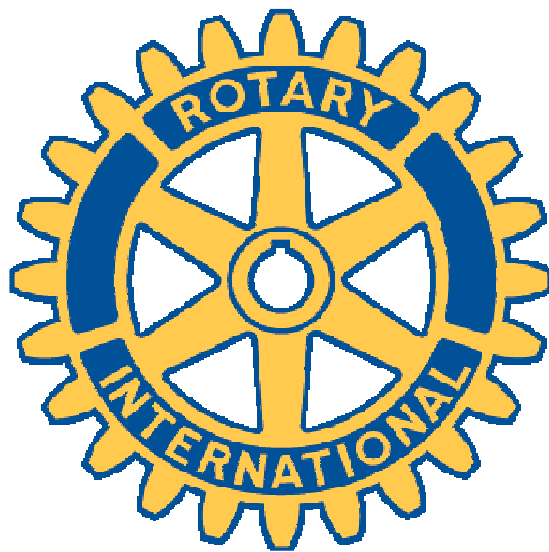


**Rotary
International**

**Public Relations
Manual for
District 9680**

2008



Preface

This public relations manual is published by District 9600. It is based on a public relations manual published by District 9790 for use by Rotary clubs throughout Victoria and parts of New South Wales. The information contained in this manual may be used by Rotary and Rotaract clubs without specific authorisation.

Acknowledgement of the source of the information is required where it is republished in any form including printed or electronic formats.

The use of information contained in this manual may be used by other voluntary community organisations subject to authorisation and acknowledgement.

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Introduction

More than 1.2 million Rotarians belong to over 31,000 clubs in 168 countries making Rotary the most significant service organization in the world.

During a century of service, Rotary can be justifiably proud of its record of achievements that range from local community projects to worldwide service projects, such as, the successful polio eradication campaign.

While the Rotary wheel is one of the most recognisable and respected symbols in the world, remarkably few people can detail the role of Rotary or nominate the projects it undertakes.

To many people, Rotary is just a lunch or dinner meeting of middle-aged businessmen identified with a single local project or activity such as the local Rotary clock in the shopping centre, business awards, a market or the annual Christmas stocking!

Of course, there are many people whose lives have been directly touched by Rotary through donations and sponsorships, youth exchange and other youth projects, Group Study Exchange teams and vocational programs, community events and the provision of equipment, new buildings or facilities.

However, we do have to do more to promote Rotary. Promotion of our work in Rotary is not about seeking praise for its own sake. It is about ensuring that Rotary has a strong future.

It is about attracting new members. It is about generating more funds and business and community support for crucial local, national and international projects. It is about encouraging good citizenship and attracting young people, in particular, to programs that will develop their leadership potential. It is about establishing Rotary as an important resource in the community to assist those in need.

And in this day and age, it is also about Rotary promoting peace and international goodwill and being an advocate for the issues and causes that are less likely to attract celebrity supporters such as mental health.

In a small but important way, promotion of our work in Rotary is also about providing balance to news coverage with some good news stories and the message that people can make a positive difference to the lives of others with a small investment of their time and skills.

As an organisation, we must become more focused on promotion of Rotary International and our work. We can certainly show humility and share the credit, but we must promote our Rotary work if it is to continue, and grow, and if we are to retain our vitality by recruiting and maintaining enthusiastic and committed new members.

As we begin this second century of Rotary Service it is important that we continue to use any opportunity available to promote Rotary International and its leadership through **'Service Above Self'**

The Rotary Brand:

The most important duty we have as Rotarians is the protection of the integrity value and respect of the Rotary name and symbol in the community.

Years of positive work can be wasted in ten seconds of adverse publicity on prime time television or a few centimetres of a newspaper column or even negative calls and commentary on radio talkback.

The media is a double-edged sword. It is great for promotion but it can also be a harsh and merciless critic. We have seen the damage it can do to organisations like the Catholic and Anglican churches and the Red Cross.

Today, more than ever, we have to vigorously protect the name and the symbols of Rotary. That means we need to exercise caution in all of our communications because a careless remark in a speech or a letter or an inappropriate item in a club bulletin or website could easily find its way into the media and create adverse publicity.

Rotary clubs need to take a proactive stance in protecting the name and symbols of Rotary.

Clubs should ensure:

External Speeches:

Rotarians speaking at external meetings and community events should use prepared notes rather than make off the cuff remarks. This allows for speeches to be checked for any potential comments that might cause offence to someone or convey an inaccurate impression.

Letters:

Rotarians sending letters to external parties should ensure that letters do not include comments that might cause embarrassment to the person receiving the letter. As a general rule, it is better to maintain a formality in letters sent on behalf of Rotary, even where you know the recipient. Letters can go astray and an inside joke or throw away line could be misunderstood by someone other than the recipient.

Letters to exchange students and young people involved in Rotary programs should also be carefully written. It is obviously not appropriate or in the interests of Rotary to include comments with sexual connotations or flippant remarks about drugs or drinking but other comments also need to be considered and worded carefully.

Rotary has a duty of care with the young people in our programs and we need to understand that certain comments or observations are not appropriate in talking with or writing to young people - even if they initiate comments with sexual connotations, drinking or drugs. Our duty is to set an example to young people and we can engage them without having to make comments, for example, that includes sexual innuendo or double meanings.

Club Bulletins:

Club bulletins can often circulate more widely than we expect. Rotarians need to balance the in-house camaraderie included in bulletins with the recognition that it is likely to be read by other people in the community.

One of the key areas of bulletins that need to be monitored carefully is the joke sections. We all need a good laugh, but Rotary bulletins need to be more circumspect than the jokes that pop up on the email rounds. Editors of bulletins must ensure that jokes and other articles in bulletins are not likely to offend others and are not racist or sexist.

Rotarians need to remember that defamation and slander laws apply as much to speeches, correspondence, bulletins and websites as they do to items in the mainstream media.

It is also important for Rotarians to recognise that privacy laws require a club to obtain permission from each individual member for the publication of their name and contact details in a bulletin or on a website. Clubs might actually consider using a filler page or deleting any club member lists in bulletins that are likely to circulate outside the club.

Websites:

Websites are potentially a public forum and Rotary clubs should consider material posted on the web carefully in the context of privacy laws as well as the image conveyed to the public about Rotary. Again, that means care with jokes as well as attention to any articles that might be offensive or disturbing to anyone who may visit the site.

Press releases, promotional leaflets, brochures and displays:

Press releases, printed leaflets and display materials should be checked by more than one person to ensure that the accuracy and integrity of the information is included in them. The integrity of the information aspect includes a check of any comments that might offend or convey an inaccurate or adverse impression.

These are obviously generated for public consumption and they can attract a wide audience. Rotary clubs need to ensure that all of the information included in them is appropriate and factually correct.

Clubs are reminded that privacy laws apply to press releases, photographs, leaflets, brochures and display materials.

Clubs should always obtain permission, preferably in writing, from anyone whose name or photograph is to be included in any published document or promotional display material.

Clubs absolutely must obtain the written permission of parents or legal guardians (not school teachers) for the publication of the name or photograph of any child or minor.

The permission is not necessary for a photograph in which the child cannot be identified i.e. at a distance and incidental to the foreground subject matter, however, parental permission should be the rule rather than the exception.

The right associations in the community:

Clubs should also actively work to protect Rotary's image through a rigorous assessment of individuals, companies or groups with which the club is to establish an association or working partnership. In other words, if there is any doubt about the integrity or honesty of potential sponsor, working partner or group, walk away.

We demand high ethical standards from our members with the four way test at their induction and we should expect nothing less of any individual, company or group with which we propose to have an association on a project.

The use of the Rotary logo:

1. These Guidelines govern the use of the Rotary Marks, including the Rotary International emblem (the "Rotary Marks" are defined in paragraph 3 below) by any Rotary club, Rotary district or any other Rotary-related entity when used in combination with the emblem of another organisation for sponsorship purposes.
2. The information in these Guidelines should be referenced in any agreement between any Rotary club, Rotary district or any other Rotary-related entity and /or sponsor.

3. RI is the owner of numerous trademarks and service marks throughout the world, including, but not limited to, "Rotary, " the Rotary emblem, "Rotary International," "Rotary Club," "Rotarian," "Rotaract," the Rotaract emblem, "Interact," the Interact emblem, "Paul Harris, " the image of Paul Harris, "Service Above Self," "He Profits Most Who Serves Best" (the "Rotary Marks"). RI extends the right to use these Marks to Rotary clubs, Rotary districts and other Rotary-related entities under certain limited guidelines for specific authorised uses which are further set out in Chapter 18 of the *Manual of Procedure*.
4. For the sponsorship purposes discussed herein, RI permits Rotary clubs, Rotary districts and other Rotary-related entities to use the Rotary Marks in the following manner(s) and subject to the following provisions.
5. Nothing in the limited use granted herein will constitute an assignment or license of any of the Rotary Marks to any sponsor.
6. In sponsorship situations involving Rotary clubs, Rotary districts and other Rotary- related entities, RI will only allow the use of the Rotary Marks in combination with the emblem of another organisation for the limited and specific purpose of promotional materials for the event or project of the Rotary club, Rotary district or other Rotary- related entity, as further set out in paragraph 7, below.
7. When such a combined emblem use as discussed in paragraph 6, above, is desired, further identifying language of the name of the Rotary club, Rotary district or other Rotary-related entity must also be used in close proximity to and in equal prominence with the Rotary Marks. (This is in concert with recent RI Board determinations that whenever the name, "Rotary," or any of the Rotary Marks are used by themselves, they normally refer to the entire organisation, Rotary International. Therefore, whenever a Rotary club, Rotary district or other Rotary-related entity is using either the word, "Rotary," or any of the Rotary Marks, further identifying language must also be used of the name of the Rotary club, Rotary district or other Rotary-related entity.)
8. Each sponsorship use of any of the Rotary Marks in combination with the emblem of another organisation should be subject to a pre-publication review and approval process on the part of the Rotary club, Rotary district or other Rotary-related entity. Such use may also be subject to a pre-publication review and approval process on the part of RI's Intellectual Property counsel. The Rotary club, Rotary district or other Rotary-related entity should retain the sole right to specific denial or authorisation or, in the case of alteration (of copy or layout), to be mutually agreed upon by the parties.
9. The Rotary club, Rotary district or other Rotary-related entity should retain control over where materials, including banners or signs are allowed to be displayed, when any of the Rotary Marks are used in combination with the emblem of another organisation.
10. The Rotary club, Rotary district or other Rotary-related entity should reserve the right to approve publications in which any sponsor wishes to advertise using the Rotary Marks.
11. Whenever any of the Rotary Marks are used in combination with the emblem of another organisation for sponsorship purposes, including any advertisement or promotional materials (including, but not limited to, banners or signs) the emblem of the other organisation must be of equal or lesser unit size to that of the Rotary emblem (or other Rotary Marks, at the sole discretion of the Rotary club, Rotary district, other Rotary-related entity or RI).
12. ***Current RI policy mandates that the Rotary Marks may not be altered, modified or obstructed in any way but must be reproduced in their entirety. The Rotary emblem may be reproduced in any one colour but if it is to be reproduced in more than one colour, it must be reproduced in its official colours of royal blue and gold (PMS Blue #286; PMS Metallic Gold #871 or PM S Yellow #129).***

13. Current RI policy mandates that the Rotary Marks may only be reproduced by a vendor authorised to do so. Whenever possible, therefore, reproductions of the Rotary Marks should be done by an officially licensed vendor. If the desired goods are not reasonably available from a RI licensee, a lease must be obtained from the RI Licensing Section.

What is Rotary ?

Many people have heard of Rotary but few actually know who we are what we do. When we speak of Rotary we need to all be singing the one song. If we all use the following words to describe Rotary then the message will be so much more effective

"Rotary is an organisation of business and professional men and women, united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world"

This is a very concise description of who we are and there are no wasted words. Use this whenever you are speaking about Rotary and use it all or parts of it in your Media Releases.

Crisis Management Plan:

Notwithstanding the best intentions and most thorough planning, it is always possible that an accident or untoward incident that could attract media interest and adverse news coverage could occur at your club.

The issue could be an accident at a community fair or market organised and supervised by your club. It could be a provocative or offensive speech by a guest speaker at a public event organised by the club. It could be a compensation claim or legal dispute involving your club. Or it could be allegations about improper conduct, harassment or abuse involving, for example, exchange students.

Planning to avoid a crisis

Every club should do everything in its power to mitigate against any adverse news coverage in every instance.

For example, the club should have adopted and actively promote Rotary policies and codes of conduct in areas such as sexual harassment and dispute mediation. The club should obtain police checks for members or volunteers recruited to supervise children and minors. The club should attempt to eliminate all circumstances that might give rise to allegations of misconduct or other inappropriate or illegal behaviour in planning activities and events.

The club should also ensure probity for all parties with which the Rotary club becomes involved in any projects, particularly in regard to the collection, management and disbursement of funds raised from the public. Written procedures should be developed and provided to all participants.

The club should always use its best endeavours to find out what a guest speaker is planning to talk about at a meeting, especially a public meeting. It would be desirable for clubs to prepare speaker's guidelines that, among other things on the length of speeches and questions protocols, could also explain that Rotary is non-political, non-denominational and does not support racist or sexist views.

The club should ensure that any equipment it hires directly, or allows to be used in conjunction with a Rotary event, is checked and certified as safe and in good repair by the supplier and is covered by adequate public liability insurance.

The club should undertake a physical audit of any area that is to be used for a public event to check that is safe and secure for the intended purpose. Manpower and supervision rosters should be prepared and implemented for any public event, preferably with staff identified by an effective uniform that can be recognised by members of the public.

The club should ensure that the police are advised of any public event and, where appropriate, the fire brigade or St John's Ambulance Brigade (or similar organisation) should also be notified. Each event should have an emergency evacuation plan that is provided to and understood by supervisors and "staff" (including volunteers) and provision for access for emergency vehicles.

Everyone involved in an event should have a central contact person or point to report any incident or accident and every such incident or accident should be recorded, no matter how minor.

Every club should have a list of numbers of key District office-bearers for notification of any insurance or media coverage associated with an incident or accident.

While formal plans, procedures and rosters may seem to be unnecessary for some events they are an important line of defence in handling media inquiries about any accident or untoward event involving your club.

They are also, obviously, an important factor in limiting any legal liability that could cause anxiety and material detriment to your club and/or individual members.

Handling the media if a crisis occurs

There are obviously a number of requirements that must be followed if a crisis arises at your club, including informing the District Governor and the District Legal Officer and possibly completing an insurance report.

The incident may involve a report to police or to other Government agencies.

In the case of an accident, emergency services might be required such as the police, fire brigade or State Emergency Service.

It is crucial that the media coverage of any incident or accident is managed immediately and responsibly.

A media centre should be established immediately and a spokesperson appointed, so that comments are consistent and carefully managed. The spokesperson should have a back-up team to advise them. The back-up team should be able to provide legal advice, identify public perceptions and potential insurance liability issues and potential angles for adverse media coverage.

At the first opportunity, clubs should alert one or more of the following District office-bearers of any accident or incident that is likely to attract adverse media coverage.

District Governor

District Legal Officer

District Public Relations and Marketing - Chair

These contacts and mobile phone numbers should be on hand at any public event run by the club.

Do not allow any club member or representative to make any comment to the media until you have received instructions from one of the District office-bearers.

In the case of an accident, the appointed spokesperson could well be too emotional and too close to the issue to successfully handle media questions.

THE FOLLOWING TWO PARAGRAPHS APPLY TO THE APPOINTED SPOKESPERSON

In some cases, the District office bearer will provide a short statement that a club representative can make to the media. In some cases, media questions may be redirected to District office-bearers while in others, media comment may be left to the police or handled by press conference or press release.

All media inquiries following the initial incident will be handled by the District office-bearer or possibly another party such as Rotary International, Rotary's legal and insurance or public relations representatives. There will be liaison with clubs on media issues but the inquiries will virtually always be managed at District level.

Clubs will be expected to provide full details of the plans, rosters, safety audits, emergency service contacts and policies to their district to assist in handling media inquiries.

District Public Relations Committee Objectives:

Protect the integrity of the Rotary brand

Increase community awareness and positive perceptions of Rotary

Support membership recruitment and Club development to achieve a net increase of 100 members this year

Support District Committee programs and projects

Increase individual, community and corporate support for Rotary projects and programs

Create promotional opportunities for Rotary.

Promote closer links with Probus clubs and Rotaract clubs

Develop communications, public relations and marketing strategies for clubs

Activities

To establish and implement a Public Relations and Marketing Plan within Rotary International guidelines.

To develop a Public Relations and Marketing Plan Format for distribution to clubs

Develop and run workshops or forums for clubs Marketing and Promotions Chairs

Produce a series of publicity releases for distribution to clubs on topics of general note throughout the District and Rotary more broadly

Develop articles on programs being conducted throughout District for publicity both in Rotary Down Under and District based media

Promote the aspect of diversity in Rotary - women, younger members, different cultures and disability

District Public Relations and Marketing Committee Contacts

Refer to your District Directory for a detailed list of the current personnel

The District Public Relations and Marketing Committee has two key roles

To develop and manage marketing and publicity opportunities for the District Governor and district committees and . . .

To provide support to clubs within the district

The District Public Relations Committee may not have the resources to generate individual press releases for clubs or brochures and other materials.

However, we are able to provide advice and to review and edit any releases or materials prepared by club officials.

We are also able to provide sample releases, to locate brochures or materials used by other clubs or to identify other sources of information to guide your club in the preparation of its marketing brochures.

We are also in a position to assist with ideas for displays, activities and all communication elements

The District Public Relations Committee encourages clubs to forward any new brochures, press releases, scripts, advertisements or other items to the committee for our central records. This will enable us to share ideas and skills within the district where appropriate.

It is also desirable for clubs to forward copies of proposed brochures to the District Public Relations Committee before they are printed to ensure they meet Rotary International requirements.

Club Public Relations and Marketing Co-ordinator:

The Club Public Relations and Marketing Co-ordinator is often regarded as a minor role in the club and is seldom a board responsibility.

The position is frequently given to a new member or someone who is not as active in the club on the basis that it is a job to allocate but not a critical one for the club.

The District Public Relations and Marketing Committee argues strongly against this approach to public relations and marketing activities.

Communication is one of the most critical areas of your club's activities – with the potential for considerable benefit and, conversely, the potential for disaster.

While it is not essential that the position be given to a co-ordinator of the club, it is imperative that it is allocated to someone with experience and a passion for Rotary, unless you have the good fortune to have someone with specialist skills join your club.

Mind you, even if you have a public relations or advertising specialist join your club, it will be necessary for them to understand that Rotary has protocols, rules and regulations governing the use of the Rotary name, symbol and trademarks.

The Club Public Relations (Marketing) Co-ordinator should be involved in the planning of all major activities in the club and should be a person with an understanding of Rotary programs. It would invariably be a more responsible approach to appoint a former President to the role than a new, inexperienced or less committed member of the club.

Club Marketing Plan:

A club should develop a marketing strategy as part of its annual plan.

The marketing plan should underpin the key objectives of the club for the year such as:

- Increasing membership
- Undertaking major local community projects
- Fundraising
- Developing international projects
- Participating in or initiating new youth projects

Celebrate key club or Rotary International milestones

Each club should develop a timetable for events or activities and identify the opportunities to utilise a marketing program to make the event or activity more successful and/or to increase awareness of Rotary and potential membership.

Each activity or project should then be developed with a marketing objective sheet that includes:

- The **name** of the project or activity
- The **objective** of the project or activity
- An **overview** or description of the project or activity
- A **breakdown of the tasks** to be done
- Identification of the **target audience** for publicity and communication – internal and external
- A **media and communication strategy** that could include press or electronic media coverage, brochures, paid advertising, signage, websites, displays, letters or newsletters
- Information** and promotional materials available or required
- Venue** that will be used
- Identification of **key contacts** and spokesperson(s)
- Identification of the level of District Public Relations and Marketing **Committee support required**
- Identification of Rotary, community participants & **guests who should be invited** to participate
- Identification of any **approvals that are required**
- Identification of potential **photographic coverage**
- A schedule or **project management timetable**
- Identification of **budget** requirements
- An **evaluation** and reflection process

The marketing activity will vary according to the project objectives and the media used to communicate, will depend on who the audience is and the potential level of community interest.

The most important aspect of communications is to determine first who is the 'audience' for the information you wish to communicate and what would that audience actually want to know about your project, activity or event?

For successful communication, you should never start the communication process based on what you want to say - you should always **work from the viewpoint of what someone in your audience would want to know.**

The selection of media will depend on the audience you want to reach. You don't necessarily need to make the TV news if your audience is Rotarians and their families or even local businesses or schools in your club's area.

The idea of marketing is to develop a comprehensive plan that considers all of the opportunities created for your club by a particular activity. For instance, the launch of a new community facility developed by your club could provide excellent media exposure and your club should be in a position to distribute brochures about your club at the same time to capitalise on the publicity to recruit new members.

Similarly, letters to key people such as local councillors, sponsors or community agencies might also be used in conjunction with publicity. Your club website should also be updated as the publicity breaks because some people may try to find you on the web after reading any media coverage of your activity or event.

It is also important to think about opportunities to enhance Rotary awareness in conjunction with activities and events that are developed by your club. This could mean the use of signs to promote your club or T-shirts or caps etc.

The media that will usually be most relevant to an activity or event for your club are:

Metropolitan media

- Radio news and talkback
- Newspapers
- Television
- Magazines

Local media

- Newspapers
- Community radio stations
- Club newsletters
- Club websites
- Community festivals & events
- Shopping centres

Rotary communications

- Rotary Down Under
- District newsletter
- District website
- Promotional brochures for Rotary programs
- Promotional materials for membership recruitment
- Posters, flags and promotional materials

Activities, projects or events that could offer good opportunities for publicity and marketing activity include:

- **Paul Harris Fellows**
- **Annual Awards**
- **Exchange Students**
- **Group Study Exchange Team members (GSE)**
- **Rotary Youth Leadership Award participants (RYLA)**
- **Rotary Youth Program of Enrichment participants (RYPEN)**
- **Rotary Volunteers Program participants**
- **Literacy books program**
- **Shine On Awards**
- **Model United Nations Australia (MUNA)**
- **National Science Summer School**
- **Livewire - participants and winners**
- **Probus Clubs**
- **Australian Rotary Health Research Fund forums (ARHRF)**
- **Rotary puddings**
- **Polio Eradication Program**
- **Projects and activities especially involving schools**
- **Club anniversaries**
- **Reaching Out Medical Aid for Children (ROMAC)**
- **Interplast**
- **The Blood Challenge**
- **Twin Club links**
- **Major fundraising projects**
- **Community concerts or events**
- **Community projects**
- **Outstanding speakers or forums**
- **Sponsorship programs**
- **New members - especially women, young people and people from different ethnic backgrounds that present an opportunity to break the stereotype perception held of Rotary as a club of middle-aged business men.**

Members appointed to District positions:

It is important to note introduction to the Rotary Publication “Effective Public Relations: a guide for Rotary clubs” in respect of public relations and marketing.

“Effective public relations doesn’t just happen by chance; they require time, effort and planning. It is incumbent on the chairman to develop a strategy before the beginning of each Rotary year. Develop a timetable. By developing a comprehensive plan early, you can avoid last minute preparations”

Resources:

Rotary International produces a number of publications that can be ordered from the Rotary International, South Pacific office at:

Level 2, McNamara Centre,
100 George St.
Parramatta. NSW 2150.
Ph: (02) 9635 3537
Fax: (02) 9689 3169
Mail: P.O. Box 1415. Parramatta. NSW 2124

It is also a good idea for each club to retain a copy of:

Rotary International Visual Identity Style Manual	547 EN (297)
Effective Guide to Rotary Public Relations	CD4 257 EN (496)

There is also public relations information on the internet at the following address:

<http://www.rotary.org/support/prtools/index.html>

The Rotary International website is an excellent source of information on Rotary programs and international news. It also has a download centre where you can access symbols for various Rotary programs, projects and activities, including the centennial logos.

The Rotary International website has a newsroom and can connect you with the Rotary Foundation and the Rotary International President’s websites.

<http://www.rotary.org>

Rotary International news for Australia, merchandise and other information about Rotary in Australia can be accessed at:

<http://www.rotarnet.com.au>

The District website provides news on District activities including Rotary International programs, projects and activities being implemented in the District. The District website includes extensive information to assist office bearers to run clubs as well as information on District Conference and current news.

The District Committee is available to assist with certain club projects. Particularly those projects or activities that provide a framework or example to other clubs.

The District Committee may have a bank of contacts for Rotarians, companies or individuals with the skills required for a particular project eg artwork design, desktop publishing, printing, display materials etc. We also have media contact details available. Contact the committee chairman for further assistance.

Rotary's Second Century of Service:

The Rotary Centennial Celebrations provided us with a window of opportunity to increase awareness of Rotary.

While many people in the community recognise the Rotary symbol and may even associate it with a community structure or activity, few people appreciate the broad range of programs and projects undertaken by Rotary clubs.

Few people recognise the international focus of Rotary and the role of our organisation in important humanitarian programs, including medical research, polio eradication and HIV AIDs.

This **new** century will further provide opportunities to promote Rotary and its programs and ideals in the community a club, district, national and international level through the newly formed Public Relations Committee, who are on hand to support all clubs in the District.

Media Releases:

Many stories in the media are generated by media releases. Businesses, politicians and government departments and community organisations all issue media releases to highlight their news or views on events, projects and issues.

Press releases are effective in alerting the media to potential stories but the publication of the information in the release depends on many factors, including the amount of news competing for space in a particular issue or news bulletin, the newsworthiness of the information itself, the format in which the release is provided and the availability of **all the relevant facts**.

The format is important because journalists are busy people who are usually bombarded with a lot of potential news stories.

Information provided to them in the manner that best suits their production requirements, including deadlines, and in a format that does not require a lot of re-checking of facts or rewriting, will be more likely to be published!

The steps to follow in issuing a media release

1. Decide who will be interested in the information - who is the audience?
2. Decide which media communicates with that audience.
3. Contact the media outlet and check their deadlines, production requirements, contacts, their potential interest in your information - what do they want to make it more acceptable for publication, and what is their policy and requirements on submitted photographs?
4. Plan a schedule for the media release - you have more chance of publication if the release is issued well ahead of the deadline, allowing follow-up by the media and possible photographic coverage.
5. Write the press release with all of the information required in it - especially contact details for further details or clarification.
6. Have the press release checked for errors by someone else, paying particular attention to dates, times, venues and contact information.

7. Have the release cleared by the Club President and, if necessary, the District Governor or District Marketing Committee Chairman if it contains any contentious information or makes any representations on behalf of Rotary International **or if it is to be provided to the metropolitan media (TV, radio and daily newspapers).**
8. Issue the media release.
9. Call your media contact to check they have received the release and to ascertain if they need more information.
10. Ensure that the person who is listed as the contact on the media release is available on the published phone number.
11. Ring and thank your media contact if your news is published, even if you consider it was not given the prominence that you had anticipated - the idea is to consider the long term. An unqualified thank you will give you a head start with the next media release you issue!
12. Don't be discouraged if you don't get coverage. There is a lot of competition for the available media space and time available. Persistence and a professional approach will create many opportunities in the long run.

MEDIA RELEASE STRUCTURE

“One sentence, one paragraph, one thought, one page”

1. Brief Catchy Headline	six words or less
2. Leading Angle	attention grabbing, benefit, or consequence
3. Orienting	helps readers make sense of event or situation
4. Details	expands previous information
5. Quote	from designated media release spokesperson
6. Support	info from associated individuals/organisations
7. Final Quote/Parting shot	from designated media release spokesperson
8. Contact information	essential to maintain contact with media

Paragraph/Subject	Content	No. of Words
1. <u>Headline</u>	<p>BRIEF CATCHY HEADLINE</p> <p><i>For example:</i> Santa's sleigh returns to The Gap Include the date here</p> <p>The headline will be easier when you determine your 'Key Message'. The key message will describe the main consequence, especially a benefit, of the initiative, event or activity. For local newspapers, the media release and the headline should have a local emphasis. Their news content is very colloquial.</p>	Six words or less
2. <u>Angle</u> Lead Paragraph Consider the target audience. What would most interest them? Keep the language as simple as possible.	<p>The lead paragraph reinforces the headline and answers as many as possible of the Who?, What?, Where?, When?, Why? and How? questions in regard to the key message. How may be relegated to later in the release.</p> <p>The lead paragraph introduces the subject from the most effective angle that reflects the key message. To get the most appropriate lead angle, think of the reading, listening or viewing, audience. Are they likely to be familiar with the subject, or is it a new initiative, event or activity.</p> <p><i>For example:</i></p>	Around 25 words or less

Paragraph/Subject	Content	No. of Words
	<i>The Rotary Club of Ashgrove/The Gap will escort Santa and his sleigh through The Gap streets for nine days, beginning Saturday 4 December.</i>	
3. Orienting Gives the reader a chance to orient themselves with the activity. Avoid acronyms. Usually reported speech.	These paragraphs/sentences expand the key message and help readers orient themselves with the activity. Can include timing, location, supporters, significance, benefits or consequence of the event. For example: <i>Organiser, Ian Hart, said the sleigh would visit most streets and was generally well received by people. looming so large in their minds.</i> <i>Children loved the chance to talk to Santa with Christmas</i>	For ease of readability, it is wise to limit paragraphs/sentences to around than 25 words ↓
4. Details Expanding details of the event or project. The 'Details' and the 'Quote' material (No. 5) can be interspersed, or their positions interchanged. Any statement can be placed at the end. The end of an article is a point of emphasis. A lot of people read first and last paragraphs only.	Details of the scheme, event, or situation. This can be a quote or reported material. For example: <i>Ian said local residents could expect to see Santa's sleigh in the following areas between the hours of 6:00pm and 8:30pm:-</i> <i>Saturday 4 December</i> <i>St Johns Wood and Cooina Street</i> <i>Sunday 5 December</i> <i>Bernarra/Paten/Payne/Illohra</i> <i>Monday 6 December</i> <i>D'Aguilar/Payne/Paten</i> <i>Tuesday 7 December</i> <i>D'Aguilar/Payne/Kays</i> <i>Wednesday 8 December</i> <i>School/Waterworks/Yoorala</i> <i>Thursday 9 December</i> <i>Waterworks/Petmar/Cloghan</i> <i>Friday 10 December</i> <i>Settlement/Bromwich/Petmar</i> <i>Saturday 11 December</i> <i>Settlement/Kaloma/Hilder</i> <i>Sunday 12 December</i> <i>NE corner Settlement/Romea.</i>	Keep as short as possible ↓ ↓ ↓
5. Quote Explanatory Fills in questions not already answered. Reinforces the key message.	Quote from the chosen spokesperson giving details of the event or initiative. The media release will carry more impact if it is sourced to a person. For example: <i>"Santa's sleigh has been a tradition in The Gap since 1978, when it was started by Apex," Ian said</i> <i>"The Rotary Club of Ashgrove/The Gap became involved in 1996 and took over the organisation in 2000," he said.</i>	40 words or less If paragraphs/sentences extend beyond 25 words, it is best to start a new sentence and a new paragraph to assist readability. ↓

6. Support
Comments from supportive individuals or organisations.
Direct quotes lend impact to the media release.

This paragraph(s) may or may not be included. It can be reported speech, or detail supporting statements from individuals, and/or organisations, who have been involved in the scheme, can recommend the methods used, or can identify some benefit. Including a supporter is powerful.

Keep as short as possible

For example:

*The Chairman of Eagers Holden, Mr *** said his company was pleased to support Rotary's Santa's sleigh initiative because*

or

Ian Hart said it was community support that made the sleigh possible.

Eagers Holden supplied the towing vehicle, while the trailer carrying the sleigh was loaned by a family in Ferny Grove.

Safety jackets for Santa's helpers were loaned by Queensland Rail.

The sleigh will involve between 15 and 20 people each night.

7. Final quote from spokesperson or wrap up statement reinforcing the key message.

Final quote from the key person, parting shot or wrap-up statement reinforcing the key message. This is the end of the media release text.

30 words or less

For Example:

"Monies raised through the Santa's sleigh initiative are dedicated to local charities," Ian said.

or

Monies raised through the Santa Sleigh initiative are dedicated to local community charities.

8. Further Information

Contact information to give the media outlet a point of contact. Not for publication. e.g. (Sample only)

**For further information, contact Ian Hart
Phone: 1234 3241**

Media Officer Ted Latta 1234 3241

You may wish to include Email details.



Have you identified your organisation? (Logo?)

Number of words

This example media release contains some alternatives and therefore is longer than required. Ideally an initial media release would not exceed 250 words. Around two hundred words would be fine.

Media Contacts:

For a full listing refer page 42

Make a list of media outlets that you are likely to use. Include outlets such a school and garden club newsletters as well as mainstream mass media.

There will be a number of news worthy events involving your club during the next 12 months. Compile a media events calendar so that you can plan strategies for releasing that information to the media in a timely manner. Knowing what is coming up also allows you to plan which media will most effectively reach your target audience. Use the progressive release of the information to build a relationship with media personalities and organizations.

A media events calendar will help you determine what initiatives, events, activities and/or projects will be of interest to the public, and to what sections of the public, and therefore of potential interest to the media.

In most cases, club events, activities and projects will only be of interest to local newspapers and community radio stations, however, there could be opportunities on some occasions for coverage by the metropolitan media. Good/interesting pictures are a must for TV coverage.

It is important for the District Governor and District Marketing Committee Chairperson to sight and approve any media release directed to televisions stations, metropolitan radio, daily newspapers, ethnic media or national magazines.

Determine the media outlet's preference for the method of receiving information by contacting them by phone before issuing a media release. Check deadlines and photography requirements.

Use media alerts to create media interest ahead of the event. A media alert should be sent to the chosen media outlet at least two days before the initiative, event or activity. The media alert is an invitation for the media to attend on the day.

An invitation for the media to attend does not mean that they will attend. They are the first audience that you have to interest. What can you offer them in the media alert, or pre-phone call that will make them want to attend? They are running a business and have to attract readers, listeners and/or viewers. Will your initiative, event or activity help them do this? It's a case of scratch my back and I'll scratch yours.

Media Alert

Attention Chiefs-of-Staff/Sub Editors

For diary (date of initiative, event or activity)

Catchy headline similar to the media release issued on the day

This is tricky. If you detail the whole story, someone may publish it before it happens.

Write up to four short paragraphs detailing what will happen and who is the central figure without giving the story away.

Eg The Chief Scientist will launch a program that is expected to save endangered mock turtles from being made into soup.

One of the last remaining mock turtles will be on display.

Event: A short description of the initiative, event or activity. (6-8 words)

Venue: The street address of the venue.

Time: Time of day

Date: The date

For further information

Include the name and phone number of the chosen spokesperson
Media contact; Include the name and phone number of the club's media contact person.

Service Above Self – 100 years of Rotary service

If the media does accept an invitation to attend an event, the club should designate a senior Rotarian to accompany and assist them. The Rotarian have a background knowledge of the initiative, event, activity or project.

For some projects, a media conference can be an effective way of generating media coverage. Most club projects would not warrant a media conference and it is recommended that clubs discuss any media conference proposal with the District Public Relations and Marketing Committee Chairperson before contacting the media.

A media conference will require the designated spokesperson to act as an interviewee. It is essential that the interviewee knows and is able to deliver the 'Key Message' (See 'Media Interviewee Structure' below).

MEDIA INTERVIEW – STRUCTURE – The Journey

The most important objective for an interviewee is to be sure of their key message. State the key message as early as possible, then paraphrase the key message and repeat it as often as possible. Paraphrase the key message to explain the problem, issue, or initiative and outline what is being done about it. Build credibility by listing individuals and/or organisations that are involved and supportive of the initiative, event or activity.

Plan to paraphrase your key message as many times as possible in the time allowed. Set your own agenda and follow your own journey to your chosen conclusion. Use assertiveness and courtesy to keep the interviewer on your journey. Control the interview. Do not let the interview control you. You are the expert. The interviewer does not know as much about the subject as you do, in fact, they may completely misunderstand the situation. Add supporting statements if time allows. Do not give an alternative to your key message.

The interviewer may be looking to expose a point of public interest, but more often they are simply looking for an entertaining interview. If you do not supply the entertainment they will begin to search for an angle. The easiest path for them is to introduce controversy.

If you do not control the interview, the interviewer can lead you, quite unintentionally, into areas that you have not prepared and ask questions for which you have no answers. A clearly understood key message will make it easy to keep on the journey. The key message in this example is: "The Rotary instigated and coordinated program 'Polio Plus' is on track to eradicate polio from the world by the end of 2008"

Section	Content	No. of Words	Time
1. Summarise the problem, issue, or initiative. State the Key Message	<i>"Twenty years ago, millions of children, in over 125 countries were suffering the crippling effects of polio. Now because of the Rotary program 'Polio Plus', we expect the world to be polio free by the end of 2008.</i>	15-40 ↓	15 sec ↓

<p>2. Explain Process, and Build Credibility. Repeat the content of the key message.</p>	<p>Detail the process that supports the adoption of the key message. Explain the parties involved in the consultation and areas of support. <i>"A 20 year, \$850 million combined effort, coordinated by Rotary, in conjunction with global partners WHO, UNICEF, US centres for disease control, plus national governments including Australia and other major donors is on track to eradicate endemic polio from the earth within three years from now."</i></p>	<p>90-180</p> <p>↓</p>	<p>60 secs</p> <p>↓</p>
<p>3. Reinforce the key message This is the solution/goal.</p>	<p>A short statement expanding knowledge about the role of all parties involved. <i>"It was the Australian Rotary International World president, Sir Clem Renouf, from Nambour, who first asked that if Rotary was to eradicate a disease? "What should it be? The 'Polio Plus' program is the result and the program is on track to banish the scourge of polio from the world by the end of 2008."</i></p>	<p>150 - to</p> <p>↓</p>	<p>1min</p> <p>↓</p>

You probably will not get time to elaborate much more than outlined above, if that.

If the interview is an extended one,

<p>4. Anecdotal Evidence Reinforce your key message</p>	<p>Tell positive anecdotes or stories: <i>"The Polio Plus campaign began with a Rotary-funded project to immunise more than six million children in the Philippines in the late 1970s." "The combined effort, coordinated by Rotary, has resulted in the reduction in the number of polio-endemic countries from more than 125 to six." When the 'Polio Plus' campaign began, 1000 new cases of polio were reported each day, now there are less than 1000 a year. 5 million people destined to be polio victims are today walking and enjoying a better life because of because of global immunisation. The savings due to polio eradication after immunisation has ceased are potentially as high as \$1.5 billion per year</i></p>	<p>300</p> <p>↓</p>	<p>2 mins</p> <p>↓</p>
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Section	Content	No. of Words	Time
<p>5. Parting Shot This is a hook to jog listeners minds to remember the key message and its benefits to them.</p>	<p><i>"When you meet Rotarians at your local shopping centre, think that any money that you donate, even \$1, is helping to defeat a major world wide disease by the end of 2008, and reduce suffering for millions of kids."</i></p>	<p>25-30</p> <p>↓</p>	<p>10 secs</p> <p>↓</p>
<p>6. Thank Your Host</p>		<p>3-10</p>	<p>3 secs</p>

The entire interview is designed to run from 3 to 8 minutes.

Design your journey so that your answers can be expanded, or contracted, as needed.

It is a good idea for clubs to **invite the local editor, a senior journalist or a photographer** along to a meeting as a guest speaker. The topic doesn't have to be on Rotary getting publicity for its activities. The experiences and yarns of a journalist or newspaper photographer can make for a most interesting guest speaker and will build a relationship between the newspaper representative and your club without you having to explicitly say anything at all!

What is newsworthy ?

The key thing to remember when considering what is newsworthy is not what you want to say but what the public might want to hear.

In other words, you need to consider what initiatives, activities; events, or projects, would be of interest to the community. That is the test that the media will apply to information submitted to them.

It pays to read, watch or listen to the media you want to use to convey your message so that you get an idea of the type of information that interests them and the way in which they cover news. What style do they use?

By and large, the local newspapers are interested in local news or news that has a local content and involves local people.

Clever planning and a news hook can make almost any initiative, activity, event, or project, newsworthy but the main areas of interest for Rotary Clubs will be new projects, project milestones, appointments and achievements by Rotarians, major events and notable guest speakers.

The media usually has an enthusiasm for stories involving young people, the aged or the disabled and is interested in what is being done rather than the presentation of a cheque.

While most news is serious, stories that have a more light-hearted approach or that have the potential for an interesting and **fun photograph can often attract the interest** of a news editor.

The golden rules of communication:

The most important aspect of communication is **to keep it simple** and straightforward. You don't have to write a press release like Charles Dickens or William Shakespeare.

If you can think of a clever or catchy headline, great! One of the keys to successful communication is attracting attention in the first instance.

However, the crucial thing is to **write clearly and concisely** and to provide the people who will read or see the information with all of the essential details they need.

The most important question for media release authors is "What is the point I am trying to make?" – the 'Key Message'? Don't confuse readers by introducing more than one theme into a single media release. The three paragraphs at the top should grab your first audience – a reporter or Chief-of-Staff. If they don't think it's a good story after reading these paragraphs, it won't go in the paper, it will go in the bin. Remember they see dozens of stories each day.

Less than 5% of copy that arrives at a newspaper office in any 24 hour period will actually get in the paper. How will you make sure your release is part of that five per cent?

Ideally media release text should be between 7 and 9 paragraphs. Remember each sentence will be a separate paragraph. The total number of words will be between 200 and 250.

Use transitive verbs and write in active voice.

eg, "The boy bit the dog" **NOT** "The dog was bitten by the boy", which is non-transitive or passive voice. The first describes an action (can you visualise it?), the second states a fact.

Most media releases are confined to one page (Feature articles are the length negotiated).

If there is a photo opportunity, inform your audience with a note at the top or bottom of the media release. If you already have a photo, list the subject and the format available at the bottom (black and white, colour, slide, video, CD, DVD). Remember to supply a caption with a photograph, clearly identifying the people in the picture and what they are doing.

In any communication, it is important to answer six questions:

Who? What? When? Where? Why? & How?

It is amazing how many times a promotional brochure will hit your desk without a time, date, venue or other key piece of information.

Every media release should cover those six questions with the five W's answered in the first two or, at most, three paragraphs. The 'how' then developed in the following paragraphs.

A good news release should be capable of being cut from the bottom without losing the essential details to satisfy the five W's. In other words, *the news release should make sense if only the first two or three paragraphs are used.*

An editor should be able to cut the last few paragraphs without losing key information or the sense of the story. (Editors will usually retain a last paragraph if it includes contact details relevant to the story).

To keep a media release clear and concise, you can **provide an accompanying fact sheet** that provides further details, usually in point form, which can be added to the story if the editor wants to expand on the news release.

The fact sheet could include background details on the Rotary Club, sponsors and other participating organisations or individuals.

Professional marketing executives include a brief three or four key point summary of what the media release is all about at the top of a media release or on an accompanying sheet.

The summary is designed to provide an editor with an instant understanding of what the release is about without having to wade through it.

One final important point about communication: it must be **timely**. Don't bother trying to get media coverage for an event weeks after it has happened. The media wants to publish information that is relevant and as immediate as possible.

Writing the media release:

Insert 5 – Media Release Pro-Forma.



Heading

Date

Media release – 7 to 9 paragraphs – 200 to 250 words.

First one to three paragraphs answer the questions Who? What? When? Where? and Why? with How? usually covered later in the release.

An information page can be attached if desired.

If there is photographic or video material available say so at the top or bottom of the release and say what format it is in.

Add any, or all, of the following information at the bottom of the release.

For further information

You can give the name and phone number of person that you would want media to contact initially

President of the Rotary Club of..... : Name of president and phone number

Media Contact: Name of designated club media person and phone number

Service Above Self – 100 years of Rotary service

- 1 Each paragraph should be one sentence and should be 30 words or less.
- 2 Put the most important information in the early paragraphs with the first paragraph effectively summarising the rest of the story.
- 3 Try to **focus on the benefit** rather than the logistics i.e. Senior citizens in Mulgrave will enjoy greater security and increased protection in the event of falls at home.... instead of the Rotary Club of Mulgrave will spend \$5000 on personal alarms for senior citizens or Janine Smith has been packing her suitcase and brushing up her French.... instead of The Rotary Club of Hampton has selected Janine Smith as an exchange student to France.
- 4 **Answer the Who, What, When, Where and Why questions** in the first two to three paragraphs and then develop the story, including the How, in subsequent paragraphs.
- 5 Don't forget to **include any significant sponsors** in the last few paragraphs of the release.
- 6 Include statistics if they make your story clearer or more newsworthy but **don't provide too many figures**. Stick with key information and don't overdo the adjectives.
- 7 Ensure that the news release **highlights the local angle** of the story.

- 8 Attribute statements to a named local Rotary spokesperson, usually the Club President. You can incorporate one or two comments from someone else, who is a supporter, such as the principal of a school benefiting from a project and/or a school parent but **do not use more than three people in a story** and do not mix their comments.
- 9 Most comments should be attributed to one person with supporting comments from persons one and/or two simply included to provide an understanding of the value of the project or activity.
- 10 Include all of the relevant facts but don't overwrite the story. A news release should not be more than one page long. If any aspect needs more explanation, include it in an accompanying fact sheet.
- 11 Ensure that the **media release is accurate** and that any statements are supported by facts and keep the information consistent throughout especially with spellings and names (John, Jonathan, Jon, and Jonathon use one form throughout).
- 12 Include a **headline with your story**.
- 13 Include contact details for the people quoted in the media release and the person issuing the media release: names, positions and accessible phone numbers and an email address.
- 14 Include a date on the news release and an embargo if you do not want it published ahead of a particular day or time. Most media outlets will honour an embargo. **DO NOT** give a reporter a quote 'off the record' and expect them to honour your confidence. They will most likely find someone else who can give them the same information and quote that person.
- 15 **Always provide an original of the media release** to the media outlet as a copy will give the impression that the story may have been used by others.
- 16 **Include a good quality photograph** and provide a caption if it is likely to add value to the story or, alternatively, highlight possible photographs or television coverage at the foot of the news release.
- 17 In any accompanying fact sheet, highlight the availability of someone for interview if the journalist wants to expand on the story. A good way to build a relationship is to use the phone to give a reporter an outline of the information you plan to send them.
- 18 Opportunities for publication are improved if you involve someone prominent in the community in the story as well as if you make the stories personal. Journalists always prefer stories about people.
- 19 The prospects for publication will also be enhanced if you do something different, unusual and visual. The more creative and unusual the activity is, and the more picture opportunities it provides, the more likely it is to obtain media coverage.

Media release clearances:

Always have media releases approved by the club president and any other involved Rotary members, such as the Community Service Director. Try to avoid contentious issues.

Always obtain approval for any comments attributed in the news release from the person or persons involved.

It is usually a good idea to provide a copy of any media release to sponsors or other participants in activities, events or projects covered by the release.

Events Calendars & Letters to the Editor:

Don't forget opportunities to promote meetings and events of your club in events diaries in local newspapers.

Also remember that letters to the editor columns can sometimes provide an opportunity to promote your club or to highlight a particular activity or event.

Club Bulletins:

Internal communications in any organisation are very important and there is no exception for Rotary clubs.

Club bulletins play a key role in keeping members and their families updated on current and future activities, especially members who miss meetings. They also provide an effective vehicle for the dissemination of District and Rotary International information and underpin the culture and fellowship of a club.

Club bulletins can potentially also be an important element in a Rotary club's membership recruitment programs and community liaison as it can be forwarded to local businesses that sponsor or support club events and projects, to community groups and individuals with which the club is involved and to prospective new members.

Many clubs see their bulletins as a high cost area but it could also be regarded as a cost effective investment in promotion of the club and as part of the membership and fundraising strategies.

Traditionally, club bulletins have been printed and distributed at meetings to members in varied formats. Today, a number of clubs are moving towards electronic bulletins that members can access via the internet.

Whether hard copy, or electronic format is used, the basic rules still apply.

- It should be produced regularly, preferably for each meeting
- It should include diary details of upcoming club meetings, events and relevant district activities
- It should include a message from the president and reports on current club projects and activities
- It should include the Rotary emblem and the annual theme logo
- It should include the website address for the district website
- Members and club chairmen should be encouraged to contribute to the bulletin
- It should be available to all members, including those who miss meetings

It is better to aim for a relatively simple format for a club bulletin in the first instance than to try for something grand or complex. Even when the club has members with the skills to produce an impressive bulletin, those members may not have the time to maintain a regular publication schedule.

A club bulletin can be enhanced with a fully pre-printed cover or with a part pre-printed 'shell cover' in which information can be changed each week. Higher quality paper for a 'shell cover' can certainly provide an opportunity for better reproduction of photographs in a bulletin.

A number of clubs offset the cost of printed covers for their club bulletin with advertising by sponsors on the back or on the inside leaf.

Without paying for a pre-printed cover, clubs can opt for a format that still looks effective by using templates available in Microsoft Publisher. The publisher software also provides a range of logos and borders as well as the opportunity to import photos and other graphics.

While there are a number of items that should be included in every bulletin outlined above, a bulletin can be enhanced relatively easily by adding other elements.

These could include:

- Updates on the district Conference and the Rotary International conference
- An honour board of Paul Harris Fellows and other club awardees
- Information of events organised by other Rotary clubs
- Information on Rotaract clubs
- A meeting report from the previous week's meeting
- A guest speaker profile
- Brochures on events
- The objects of Rotary, the Rotary Grace and the Four Way Test
- Information on your selected twin club under the centennial program
- Rotary centennial information
- Rotary appointments and commendations
- Updates on the polio eradication program
- Information on Rotary programs, especially related to the theme months
- A where are they now? Section that updates members on former members and their partners, exchange students, RYLA awardees etc
- Information on the activities of community groups that the club has supported
- Information on sponsors and supporters of the club
- Member profiles and vocation updates
- Rotary International information, including speeches or greetings from the President of Rotary International that can be cut and pasted from the relevant websites
- Greetings/letters from exchange students
- Profiles of district office-bearers
- Information about your suburb and local business centre
- Cartoons, quotable quotes or humorous items that are not offensive, demeaning or inappropriate

A lot of information for club bulletins can be obtained from the Rotary International website, the District website and from related Rotary sites linked to them. Photographs, logos and graphics can also be downloaded from Rotary sites.

Useful information can also be obtained from other Rotary clubs around the world that have websites provided you seek permission from the publishing club. Similarly, clubs can arrange to exchange bulletin stories with other clubs in the district.

The important thing to remember with club bulletins, is that they can potentially be accessed by people outside of your club, even if you have not adopted a broader circulation policy.

That means you need to give careful consideration to the details included in the bulletin, particularly in regard to addresses, telephone numbers and other personal information of people, including members.

Under privacy laws and as a matter of courtesy, it is desirable to obtain permission from members and other people for the use of any personal information in your bulletin. The humorous barbs that might enliven a sergeant's session should not cross over to the club bulletin as a general rule.

Similarly, clubs should avoid including criticism or negative comments in reports in the bulletin. Problems can be addressed in less public forums. Bulletins should always adopt a positive approach with information and news and appropriate photographs when available.

Club Websites:

Club websites provide a great opportunity to showcase a Rotary club but the content included on a website must be carefully planned and managed because a website can potentially have a worldwide audience!

Good useable websites are a great resource. A simple, well-designed site will promote your Rotary club and build relationships in the community whilst enhancing communications for your own club members.

The management of a club website is particularly important if the club bulletin is posted on the site with open access.

There are advantages to publishing a bulletin on the web but it does require a higher level of discipline in regard to the publication of any personal information on, or contact details for, members or other persons. It also requires much greater discipline on comment, opinion and criticism within the bulletin and on the publication of inappropriate or offensive jokes, cartoons or humorous items because a website is much more accessible than a printed bulletin.

Many of the issues raised in the previous section about club bulletins apply to websites but some of the key issues for websites include:

- A logical user-friendly site

- Cost effective design, hosting and updating of the website

- An interesting, welcoming home page that clearly defines the site

- Clear, concise information

- Photographs, graphics and clips which are easy to download

- A website that captures some of the "culture" and feel of the club

- Regular updates of information

- Clearances for information and photographs involving non Rotarians and external organizations, including sponsors

- Appropriate hosting for the site to avoid pop-ups or links with, for example, gambling or adult websites

- Information posted on the website should be checked for errors or legal issues by a senior Rotarian within the club

- The possibility of directing casual visitors to the site to introductory information on the club and Rotary

The observance of copyright protocols and appropriate use of Rotary symbols

Links back to the district website and possibly other Rotary sites

An active email response mechanism

Contact information for the club but with limited personal details

Details of meeting venue, date and time for Rotarians looking for a make-up and possibly a photo of the venue to make the meeting easier to find, particularly if your venue is located on a busy road or in a commercial centre

Access to the site by members for updates

The major issue for website developers will always be how to reach your audience effectively. This will involve the technical issues of setting up and maintaining a website but often the most important issues are forgotten – those of human/computer interaction.

Put more simply- how will others view your website? If our club websites are to be good marketing tools for Rotary, you need to ensure the experience of visiting your website is a positive one.

Setting up a Website

The following information on setting up a club website has been prepared by Juliet Riseley, who managed the District 9810 Website 2003-2005.

Who are your users, when and why will they use your site? Are they experienced users, what sort of computer and internet capacity do they have? Will they read on screen, download or print? There are many important questions. But, it is especially important to think beyond this - your website is a part of the building of relationships with those outside your club, you must consider them too.

Structure

First of all - think about structure. Is the arrangement of your site logical - will your site make sense - not only to Rotary users - but to others. The plan for your website is a most important starting point for your site. Make a diagram of the site. Think about the sections that are needed and how they interlock. Remember that a website is not the only information resource that your club is using, if you do want to post lots of administration then keep that in a section away from the public part of your site. Do keep your website manageable. Good websites don't have to be large.

Navigation

Is there consistency in navigation, have you considered people losing their way - can they find their way "home". Is your home page link or menu available on all website pages?

And is the homepage easy to identify. The use of a consistent style throughout the website is important. If pages change dramatically as people move through your site - they may well think they have left your site for another. Constant indicators and consistent use of colour, typeface, and placement of elements such as linking buttons are very important.

The use of a search engine and/or a site map will be a great help. Consider the length of your pages. Many quality sites have pages that are rarely longer than two full screen lengths. Many people won't think to keep scrolling down.

The Look

The way your site appears on the screen is critical. Have you chosen a typeface clear enough to read by all including visually impaired people. The reason most books are on white paper with black type isn't just for the printer's convenience! You will note that most professional sites use black on white and use a simple, easy to read typeface.

Use colours that enhance that view - not hinder? Is it an “inclusive” site in terms of your audience? What about groups not widely represented in your Rotary club - the young, women, wider cultural groups? And will your site appeal to other visitors?

Does your site reflect Rotary as “an organisation of **business and professional leaders**”?

The Content

Writing for the web needs some special considerations. Remember that reading off the screen is harder than reading from paper. Keep your messages succinct. If you have more to say - use another page to expand the information. Keep the audience in mind. Many well designed sites have compact homepages that look good and draw you into their site. And do remember that this is a public space. You do need to consider copyright, equal opportunity and privacy regulations.

What about those who don't use the web?

Do consider what happens when your website is printed. View your web pages in “print preview” to get an idea of the look. Again, colours and typefaces are important. Within your club itself, have you considered using Internet Buddies? Attaching those with access to those who don't use the web. This is a direct association - person to person. An Internet Buddy will keep a non-user in the picture, printing when necessary. This is a wonderful way of being inclusive.

Some useful tools to consider

A free Search engine for your website:

Atomz Express Search

<http://www.atomz.com/search/trialaccount.htm>

Google Search Engine

<http://www.google.com/services/free.html>

Dogpile Search Engine

<http://www.dogpile.com>

Will your site need to be translated?

Babel Fish from Altavista

http://www.altavista.com/help/free/free_searchbox_transl

Quality standards

Yes, there are quality standards and protocols for websites and there are international organisations such as W3C who have been working on these issues for some years now.

W3C Quality Assurance section. A must read for web designers but highly technical.

<http://www.w3.org/QA/>

A description of their projects will give you insights into important issues.

<http://www.w3.org/Consortium/Activities>

Web resources that may help

The University of Illinois have an excellent presentation by D. Michelle Hinn “Considering user differences” (do give the page effects time to load) <http://students.ed.uiuc.edu/hinn/sbd/>

Patrick Lynch and Sarah Horton have a web version of their excellent book “Web Style Guide”.

This deals with many of the “people” issues in a most readable way.

<http://www.webstyleguide.com/index.html?/>

<http://www.cultureandrecreation.gov.au>

Is an Australian government site with lots of ideas.

<http://www.acn.net.au/resources/guides/idex.htm>

Multimedia Australia is a Brisbane based company with an interesting section of online resources for web design.

http://www.mmaus.com/onlinelibrary/ind_wwwdev.html

New Zealand Public Health Network Web Group Quality Standards.
<http://www.publichealth.org.nz/page.phtml?9>

Nigel Bevan on web design at Usability Net – a European Union site.
<http://www.usabilitynet.org/tools/webdesign.htm>

Articles List:

There are many thousands of articles on web design. Here are a few:

“The Website Quality Challenge” by Edward Miller
<http://www.soft.com/eValid/Technology/White.Papers/website.quality.html>

“12 Website Design Decisions Your Business or Organization Will Need to Make Correctly (or you’ll have to do it all over within a year)” by Dr. Ralph F. Wilson, E-Commerce Consultant Web Marketing Today, Issue 126, July 9, 2003
<http://www.wilsonweb.com/articles/12design.htm>

“Effective colour contrast; designing for people with partial sight and colour deficiencies” by Aries Ardit, PhD
http://www.lighthouse.org/color_contrast.htm

“When Bad Design Elements Become the Standard” by Jakob Nielsen
<http://www.useit.com/alertbox/991114.html>

Other Club Websites

Websites that are worth a look beyond our District:

Rotary club of Belleville (Canada)
<http://www.rotary-belleville.org/index.htm>

Lovely to look at and to read. I find their structure a little confusing.

Rotary club of Green Bay (USA)
<http://www.netnet.net/gbrotary/>

Nice arrangement within the site. Site is kept up to date - but this isn’t clear from their front page. Also, the fact that you can return “home” is by clicking the Rotary Wheel isn’t clear and the main heading may draw a little comment.

The Rotary club of Surrey Guilford (UK)
<http://www.exploreallpossibilities.com/sg-home.html>

Again, a nicely presented site with a clear arrangement. A problem for me was a box of blue type on blue on the front page. Colour hues are a consideration.

Rotary club of Brisbane Mid-City
<http://www.rotaryclubofbrisbanemidcity.org/content/home.asp?>

Nice clean site with an interesting front page before you reach their homepage. Navigation here was a little difficult without realising that the Rotary wheel was the homepage link.

The Rotary International site for those interested in finding out about Rotary:
<http://www.rotary.org/info/>

Well constructed, clear type, not much scrolling, good graphics - this is a favourite for me.

And websites beyond Rotary

Plumb Design is a New York based company that develops “online experiences”.
<http://www.plumbdesign.com/home>

The Melbourne Museum

<http://melbourne.museum.vic.gov.au/>

IBM

<http://www.ibm.com/us/>

Many of the big corporate sites have well structured web sites. Note the amount of information that you can get on just one full homepage.

Wider Rotary Audience:

Rotary will achieve more in the community if we share our experience, knowledge and information.

One of the easiest ways of sharing our experience, knowledge and information is through the publication of club news and achievements within the broader Rotary community.

By promoting a club project you could provide another club in the district or elsewhere in Australia with the idea for a successful new project in their local community. The publicity could also alert a club to a source of information and advice if they have struck a hurdle with a similar project.

There are a number of opportunities to publicise your news and achievements within Rotary.

The key opportunities are:

The **District Newsletter**, is always keen to receive news items and suitable photographs. The newsletter is published monthly can be download by Rotarians from our District and visitors to the District website

The District Website, can include certain information and photographs and/or provides links to club websites.

The district website is updated regularly

A District Diary within the district website can include some brief information on key events or projects.

The Rotary Down Under magazine is also interested in publishing news items and high quality photographs from clubs, preferably emailed to the Managing Editor or in a CD format. Published monthly, Rotary Down Under is distributed to all Rotarians in Australia, New Zealand and East Timor and can also be downloaded from internet.

ROTARY DOWN UNDER AUSTRALIA

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Business Manager Barry Antees

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Electronic Media – Radio & TV:

Commercial Media

Commercial electronic media provides an opportunity for wide coverage of news and events.

However, there are also pitfalls related to the immediacy of radio and the visual record of television.

A media release issued to a newspaper may require someone to complete a follow-up interview. The approach to obtaining media coverage by radio and television stations is the same as for newspapers and usually relies on a media release.

A media release to a radio station will often result in an interview opportunity –either within a program format or as a newsbyte.

For the newsbyte opportunity it is critical to stick to the key message in the media release and to provide short sharp statements.

Questions will usually relate to who is involved in a project/activity, why the project/activity is being undertaken, who will benefit from a project/activity and how they will benefit.

Answers should always be short and “on message” i.e. sticking to the information contained in the media release. That is the message should always be consistent. Do not blame the media for bad reporting if your message is inconsistent. You don’t need to repeat the entire media release in your answers as the radio newsreader will use the details from the release. Your comments will be used to add icing to the cake! A key observation or summation will add interest to the story, but be careful not to introduce new information..

If you make a mistake in the answer, you can ask to run it again and provided you are not dealing with a controversial subject or hostile journalist, you will probably get a second chance – but don’t count on it.

If you know there is a chance that you will be interviewed for radio, rehearse some answers. Write down some possible answers – extracted from the media release. It is radio so no-one will see your notes. Practice your interview journey.

You will usually have the chance with radio for time to think as journalists ask if you can answer some questions on tape and then have to set up the tape, often requiring them to call you back. Use that time wisely to get your message clear.

Some journalists will tell you what they are going to ask but don’t rely on them doing that or on the fact that they will not deviate and ask other questions. The more you say in an answer, the more likely you are to trigger left-field questions that can catch you off guard and saying something that would have been better not said. Any alternative that you provide may be used by the media outlet instead of your key message.

Use your own voice in any interview and speak clearly and concisely. Avoid any words which you know trip you up on pronunciation. You should try to be upbeat and positive although your demeanour obviously depends somewhat on the story itself - you obviously don’t want to sound overly joyous about a disaster relief effort - positive yes but joyous no.

In a radio program interview, you will have more time to describe the project/activity and there will be a wider range of questions. It is usually likely to be more like a conversation and not hostile or threatening, but you should always be alert and careful with any comments.

As with a news bulletin comment, you should be prepared for the interview and stick to the key message of the media release.

You still keep answers concise and clear. Stick to comment that a total stranger will understand, in other words, there is no point in starting to talk about a specific individuals’ work in your club.

Be prepared for questions outside the media release in a program interview. The interviewer may for instance, to ask a question like: “Rotary does a great job in the community don’t they?” What will you say in response?

They might ask about the polio campaign or something else they have picked up from another information source to give you the chance to sell Rotary a little more beyond the project or activity covered in your news release.

You have to be ready for that opportunity and have answers ready.

If you are asked to participate in an interview on a radio program, you will usually be telephoned by the program producer. In some cases, they may want you to come into the studio but usually you will be interviewed over the phone with the producer calling you back just before you are to go to air.

You should always clarify with the producer if he or she needs any further information for the interview and roughly how much time is likely to be available so that you can ensure you don’t miss your key message(s) by over-doing answers on less pertinent questions.

The same rules apply to television but there are two critical extra factors. The first is that any interview is likely to be short and you really do need to be right on the message instantly.

The second is that you are dealing with a visual media and you need to think about how you will look and what story the vision will convey to viewers – will it support or contradict the comments you are making. You should generally wear plain rather than highly patterned clothes and dress to some extent to fit the story. You should also avoid stripes and checks and the colour red as well as large or shiny jewellery.

You don’t need to wear a lot of make-up but it is a good idea to check that all buttons are doing what they are supposed to do, that a tie or scarf is tied correctly and that your hair is in place. You should also avoid sunglasses unless the story is about sunglasses!

A suit and tie might be appropriate for the interview but it may actually be better to have an open-neck shirt or overalls so that you look like you are actually “doing something” and not just talking about it.

A TV journalist will generally stand in front of you and the camera will line up over his shoulder or slightly to the side to capture your comments. You should look at the journalist and not at the camera and use your natural voice; the news crew will adjust the sound levels to suit your voice and any background noise.

You should adopt a comfortable position for the interview to ensure that you do not fiddle with anything, move around a lot or let your eyes wander. Camera footage on TV can use a shot of your hands or some other body language give-away to contradict the words you are using!

Allow the journalist to ask the question before you answer and say focused, simple and conversational. Five or 10 minute interviews can be cut back to eight or 10 second grabs on TV news bulletins so be careful with your comments. Preparation is critical with TV news.

You can usually expect three or four questions and again you can usually have a second chance at an answer if you get it wrong - but as with the radio, don’t count on it and aim to get the answers right first time by rehearsing and staying on message with clear simple and short answers.

Don’t be concerned about repeating your answer or key message in the same interview. The interview will be edited and two similar answers will not be used together.

However, a repeat of the key message may mean it is more likely to be used. Never assume a camera has been turned off and don’t make any comment that you would not like to see repeated (over and over) on television.

Quick tips!

- Don't tell lies - stick to the facts
- Be yourself in the interview speaking as you normally would
- As a general rule, be positive and upbeat (reflect pride)
- If you are not confident about an interview - don't do it. Let someone else do it.
- Always make your point concisely and clearly
- Don't overdo statistics because they tend to confuse most people
- Prepare in advance of any interview - prepare for the toughest questions
- Stick to the key message
- Know your material - and more!
- Make sure the journalist understands the story that has been provided and offer to provide any additional information that is required
- If you have the chance, give yourself time before an interview to focus on the task
- Avoid technical jargon and Rotary-speak - explain your point the way you would to a friend who knows nothing about Rotary
- Ask the journalist to repeat any question you do not understand or even a question that is difficult if you need time to compose an answer in your head
- Don't speculate or guess an answer

In all instances, be friendly and courteous and in most instances be enthusiastic because enthusiasm sells the story!

Community Radio

Several Rotary Clubs have taken the opportunity to participate in community radio programs or to even host their own program.

Formats vary, but can include music, interviews and information. The more chatty and interesting the program, the more likely it is to attract and hold listeners.

Community radio is easy to access and is safe and easy, although basic caution and the need for preparation remain crucial.

The listening audience may not be substantial but the media practice is invaluable and the whole experience is fun and can benefit Rotary.

Photography:

They say a picture is worth a thousand words but you only get that sort of value out of pictures if you plan them carefully.

In fact, some photographs can be a disaster. You can often get away with ordinary words but you will never get away with ordinary photos.

Photography needs technical competence and a dash of creativity if you are to achieve positive results and get maximum value.

In technical terms, photographs that might be suitable for an internet site will not be suitable for publication in a paper-based newsletter or circular or in a suburban newspaper.

For digital cameras, the minimum resolution required for any paper-based photograph will be 300dpi.

If you are planning to provide a photograph to the media, it pays to check with them first about their requirements.

Local media usually has a limited number of photographers available, especially at weekends and in the evenings, but they usually prefer to take their own photographs. If you have a good photographic opportunity it can pay to organise the shoot during the day at a time to suit the press i.e. an exchange student doesn't need to be photographed addressing your meeting.

If the local press takes photographs, you can buy them for use in brochures, Rotary Down Under or on your Club website.

If someone in your Club takes the photographs for any publication purpose, think carefully about the composition of the picture and how you can "tell the story" with a picture.

Take a close look at photos in the press to get an idea of what is suitable. In technical terms:

Use a flash even when light seems to be even because it will eliminate shadows

Avoid photos that are too busy and cluttered - usually three people in a photograph is enough and if the people or what they are doing is the key message choose a plain or uncomplicated background

Use camera angles to create interest - try shooting the same photograph from up high or down low or from an unusual angle

Try to frame photos with visual elements in the photo, use a zoom lens to heighten interest and drama

Build the photo around the most important element - the key person or key activity

In creative terms

Photos of cheque presentations or people standing around in groups looking at the camera are boring

Create an interesting photo that tells the story, for example:

If your Club is building something, have the president with a trowel adding a brick to a wall or pushing a wheelbarrow

If you are sending out an exchange student, have the student packing their case or doing something that is associated with the country they are visiting

If you are running a golf day, have someone on the course, perhaps with a trophy sticking out of their golf bag

*Photos with children, the elderly and young animals are always popular with newspaper editors
environmental theme photos are also popular and action shots*

It can sometimes pay to involve a celebrity in the photo eg is the local Mayor or a sports or entertainment industry identity playing in your golf day?

Community Events:

Rotary must be more visible in the community therefore, it is fundamental to our membership recruitment as well as to the fundraising support we can generate from sponsors and the public.

Rotary clubs should make every effort to participate in community festivals and events as a club or in a co-operative effort with other clubs in the same municipality.

While there may well be opportunities to offset the cost of participation in a community event by selling food or some other fundraising activity, Clubs should recognise and value the public relations opportunity.

Many clubs will sell hamburgers at an event and ensure their tent or kiosk has Rotary signage, yet they do not distribute or have available any information on the club or details of how to express interest in membership or sponsorship for club projects.

When Rotary is involved in a community event, the club should ensure that it does have appropriate signage and display information on current projects and activities as well as information leaflets.

Obviously, it is important to ensure that signs and display boards are clean, perhaps touched up with paint ahead of the event, and up-to-date with current information. Rotary should always project a professional image.

Most information needs to attract attention from a distance, so the type-size used and the placement of signs or posters will need to be carefully considered.

Rotarians dressed in Rotary shirts and/or caps add to an event, but Rotarians hiding in a tent and talking to one another doesn't add anything! Public events are the opportunity to meet people and to enhance the image of Rotary.

As with any form of communication, concise and clear information gets results. Avoid clutter and limit the words in signage and displays - use pictures instead! If you realise that you have to concentrate to read the material, there is too much information. Active displays are always best for e.g. a mini golf course to tie in with your annual golf day, a water pump to promote save water/save lives, a scrabble contest to promote your literacy program.

Festivals are an ideal way to recruit participants (and sometimes sponsors) for a golf day or to promote an opportunity shop or even a forthcoming meeting or forum. It is also a great way of encouraging interest in youth programs yet too few clubs seem to appreciate the potential of community events.

Apart from community festivals, there are other opportunities to promote Rotary in the community.

Some municipalities have community noticeboards and service club coordinator boards that provide an opportunity for promotion but clubs can also create opportunities with displays in the windows of local retailers or with display stands and brochures in banks and other high foot traffic business premises.

Club Promotion:

A positive and professional image is important for a Rotary Club.

Contemporary design in letterheads, leaflets and clothing create a good impression but clubs must ensure that the use of the Rotary emblem and other symbols are consistent with Rotary International guidelines.

Clubs should review name badges, banners, letterhead, business cards and other materials to ensure they are consistent with Rotary International guidelines and in good condition. Banners, in particular, can sometimes look a little worse for wear after a time.

Rotary clubs should have and use printed or computer-generated letterhead to ensure a consistent and professional presentation.

With computer facilities today it is simply not professional enough to use photocopied letterhead, especially if you are seeking corporate financial support or other assistance. The same applies as a matter of courtesy to speakers who are being invited to your club.

Incidentally, **it is imperative that all speakers at your Rotary club receive a letter of thanks after their visit. This applies as much to Rotary speakers as to people from outside the organisation.** Apart from being a matter of courtesy, letters of appreciation could be an important factor in a good guest speaker agreeing to speak at another club in the future!

“Team clothing” such as t-shirts, aprons, windcheaters or caps provide a good opportunity to promote your Rotary club and also provide a professional look when your club is working in the community.

As previously mentioned in the club bulletin section, your bulletin can be a valuable promotional tool for your club. Consider sending it to the mayor or local councillors, local MPs, schools that are involved with your youth programs and corporate sponsors of club projects and events.

Promotional leaflets can be a very effective method of communication but again a professional looking presentation is important and relatively easy with desktop publishing today.

It is important to establish the purpose of the brochure - who is the target audience and what information do you want to give them? More importantly, what information will they be looking for?

As with all effective communications, the information should be clear and concise. Be careful about including any photographs or information that will “date” the leaflet if you are planning a large print run.

When using photographs or graphics, ensure they are of good quality consistent with the guidelines detailed in the photography notes in this manual.

Think carefully about headlines and the placement of photos and text. One or two different typefaces are usually all that you should use. You can always create a slightly different look with italics or bold typeface rather than adding another typeface that can make the leaflet harder to read. It also pays to stick with the more legible typefaces rather than fancy fonts that again can be difficult to read.

Successful design in leaflets often relies as much on the surrounding blank space as on what is included. There is no prize for filling all of the page space!

The use of colour in headings, graphics or photographs can make a major difference to a brochure if the cost is justified for the particular brochure.

The size of a brochure requires careful thought. An A4 size leaflet could be suitable for folding as a mail out but may be too big if it is to be placed on a business counter. The size of a leaflet can also be important in the presentation of the information, allowing text to be broken into logical panels.

Always have any promotional leaflet carefully checked for spelling and grammar mistakes, errors in numbers and missing information.

Rotary Themes:

The Rotary themes adopted for each month can provide an outline for publicity and promotional activity for Rotary clubs.

January	World Understanding month
February	Rotary Awareness Month (23 rd Feb RAW Rotary' Birthday)
March	Literacy Month
April	Magazine Month
May	International Service Month
June	Rotary Fellowships Month
July	Club Assembly Month
August	Membership & Extension Month
September	New Generations Month
October	Vocational Service Month
November	The Rotary Foundation Month
December	Family Month

MEDIA CONTACTS

Organisation	Phone	Fax	Mobile
AAP			
Peter Jean	02 9233 4236	02 9221 1572	0401 312 261
Head Office:	02 9322 8671		
SMH			
Anne Davies	02 9282 3465		0408 223 875
Andrew Clennell	02 9282 2935		0417 627 200
Rob Wainwright	02 9282 2580		0410 453 161
Jonathon Pearlman	02 9282 2009		0419 936 324
Head Office:	02 9282 2822		
Daily Tele			
Simon Benson	02 9221 2324		0416 146 890
Anna Patty	02 9288 3759		0419 411 824
David Fisher	02 9288 2647		0403 672 703
Head Office	02 9288 3000		
Pager	02 9962 9999		
The Australian			
Jonathon Porter	02 9288 3552	02 9221 1848	0405 170 787
Office:	02 9288 3000		
Sunday Tele			
Linda Silmalis	02 9288 3578	02 9221 1848	0409 823 299
Sharri Markson	02 9288 3355	02 9288 2307	0417 688 442
Office	02 9288 3360		
Sun Herald			
Alex Mitchell	02 9282 3373	02 9232 0953	0438 176 829
Office:	02 9282 2822		
Newcastle Herald			
Melissa Chain	02 9221 3804	02 9232 8805	0419 665 404
Office:	02 4979 5999		
ABC Radio			
Jean Kennedy	02 9333 1277		0417 209 667 0408 661 394
Sam Willis	02 9333 1277		0409 8333 640
Office:	02 9333 1500		

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GAZETTE

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CENTRAL COAST
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WEEKLY

Email: newsdesk@sunweekly.com.au

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02 4365 3300

Hills News

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callison@fairfax.com.au
phone: (02) 8853 7914
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THE Manly Daily

Editor: Kathy Lipari
Editorial fax: (02) 9977 2831
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North Shore Times

Editor: Catherine Quill
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Editorial Fax: (02) 9414 1333
Email: editor@northshoretimes.com.au

The Mosman Daily

incorporating North Sydney

Editor: Emma Blade
Editorial Fax: (02) 9968 2385
[Send a Letter to the Editor](#)

ESSENDON AND UPPER NORTH DISTRICT Advocate

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Fax: (02) 9477 5887

NORTHERN DISTRICT Times

Editor: Colin Kerr
Editorial Fax: (02) 9024 8799

HILLS SHIRE Times

Address: Unit 25 3-9 Terminus Street Castle Hill NSW 2154
Telephone: (02) 9634 2599
Fax: (02) 9680 1679

Editor: Monique Cowper
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