



## **ED PRESNELL**

District Governor 2021-2022  
Rotary District 6920

**Rotary Public Image and Raising Awareness**

DISTRICT 6920



## Rotary's Public Image and Raising Awareness

# 10 THINGS TO KNOW

**By raising the public understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.**

**By providing a clear and consistent image of what Rotary stands for and how we differ from other charitable organizations, we offer prospective members, donors, and other stakeholders a compelling reason to engage with us.**

**0%**  
interest

**ADVERTISING**

**Paid Ad**  
**Guaranteed placement**

The Audi A4 diesel variant offer: Loan of ₹24 lakhs for 36 months at 0% interest.\*

Limited pre-budget priced cars left. Buy now while stocks last.

The Audi A4 is a piece of engineering that manages to combine technology such as...  
 - 1.8 TFSI (160hp) 1.8 TFSI (160hp) 1.8 TFSI (160hp) 1.8 TFSI (160hp)

33030, visit www.audi-uk.in or call 1 800 313 4700, 1 800 229 4700

Wednesday, November 18, 2015 | Light of the Coastal Empire

### Rotary Club remembers

The Rotary Club of Savannah unveiled a historical marker in honor of their founder, John Owen Banks, in...  
 The dedication date was timed to recognize the 100th anniversary of...  
 the club's...  
 in part: "He was public spirited, was always ready and glad to do what he could for the interest of Savannah and his passing removes a...  
 Among other activities, Banks was active in the choir of First Presbyterian Church and was president of the Masons. He was also...  
 In 1915, Banks died from an infection of the heart being his...  
 For more information, go to www.rotary.org.

**PUBLICITY**

**Content about your organization that appears in the media as an article. Free**

Polio still cripples thousands of children around the world. With your help, we can wipe this disease off the face of the earth forever. Visit [rotary.org/endpolio](http://rotary.org/endpolio) to help.

**END POLIO NOW** [www.rotary.org](http://www.rotary.org)

We Are ThisClose to Ending Polio.

Bill Gates

**PSA • Public Service Announcement**  
**Content about your organization that appears in the media, looks like an ad**



**WEAR YOUR PIN**



Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign.

**CHAIR OF PUBLIC IMAGE:**

*Get the club's good news in the local media and post on social media.*

**RESPONSIBILITIES**

- Create and implement a yearly visibility plan.
- Coordinate a Visibility Team with 'RED BADGES' - engages more club members

Writer: press releases and Social Media Posts

Photographer: Take photos of speakers, events, donations, new president, (with cell phone)

Videographer: Livestream speakers and events on Facebook, with permission from the speaker

- Distribute press releases to the local media
- Post press release info on all social media outlets
- Pitch your event to local newspaper and television stations

# #3



## ROTARY CLUB OF SAVANNAH

REPUTATION MATRIX™ method

## CREATE A YEAR LONG PR PLAN

YEAR	JAN 2022	FEB	MAR	APR	MAY	JUN	JUL 2021	AUG	SEP	OCT	NOV	DEC
MEDIA AND SOCIAL MEDIA	Announce Paul Harris Fellows	Service Project	Rotarian Spouse/ Partner Service Award Nominations are due	Announce Anniversary	Donation To a Service Project	International Conference	New President And Board	Announce GRSP Student		World Polio Day Oct 24	Food Drive	Speaker

**The Rotary Club of Savannah Breaking Ground on All Accessible Playground in Forsyth Park**

**WHO:** The Rotary Club of Savannah

**WHAT:** Breaking ground on an all accessible playground, a project totaling \$342,000.

**WHEN:** Monday, September 29 at 1:45 p.m.

**WHERE:** Forsyth Park

**WHY:** The Rotary Club of Savannah is excited to be able to provide this one-of-a-kind playground to our region. This donation supports the Rotary Club's motto – service above self.

**HOW:** The money was raised through internal sponsorship, a grant from the Alan S. Gaynor Fund and AMBUCS, and through the Herb Traub Fund.

**NOTES:** The playground will be accessible to all children, including those who have wheelchair limitations and other specialized conditions. The design includes nine slides, 16 climbers, and eight swings. The equipment can support a capacity up to 300 children. The ground will be covered with rubber matting and mulch.

**ABOUT THE ROTARY CLUB OF SAVANNAH**

On January 5, 1914, the Rotary Club of Savannah met for the first time at the DeSoto Hotel. Founded by John S. Banks and a group of local businessmen, this was the second Rotary club established in Georgia. The nation's first service club, Rotary began in Chicago in 1905 and promotes community and economic development projects at home and abroad. The Savannah club sponsored the formation of eight others around the state. Together, they championed local and regional developments including: completing the road to Tybee Island, improving the Savannah River for commercial traffic, enhancing the Dixie Highway system in southeast Georgia, and building bridges over the Savannah and Altamaha Rivers. Furthering the goals of Rotary International, the club has also supported wartime relief efforts, student scholarships, polio eradication, and other global health initiatives. For more information of the Rotary Club of Savannah, visit <http://www.savrotary.org/> 912.844.9990 #Rotary

**ABOUT ROTARY**

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 35,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. For more info contact The Rotary Club of Savannah at [www.savrotary.org](http://www.savrotary.org) #Rotary

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**WRITE A PRESS RELEASE**

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Waynesboro:The True Citizen (706) 554-2111 (706) 526-4779 / [rchalker@bellsouth.net](mailto:rchalker@bellsouth.net)



**MEDIA LIST:**

**NEEDS  
UPDATING**





## 5 Tips • DISTRIBUTING YOUR GOOD NEWS

Subject line: Reporter's name / info

Pitch to one reporter: Include a short "pitch" at the top of the email

Post the PR in the body of the email, never send a PDF, it is difficult for the reporter to copy and paste the info

Do not cc or bcc the media list

Post on all social media, customize for each platform



Instagram

**The Rotary Club of Savannah Breaking Ground on All Accessible Playground in Forsyth Park**

**FOX28**MEDIA

**South**  
magazine

**Savannah**  
MAGAZINE



Paula Goodnow

<paulagoodnow@hotmail.com>

Club's Newsletter and announce from podium

#7





Our Story

Guidelines

Logos

Materials

Ads

Images & Video

Brand Center | Ads

## ADS



### BROADCAST

Spotlight Rotary's efforts to eradicate polio on your local television stations with a 30-second broadcast-quality This Close public service announcement.

VIEW



### PRINT

Promote polio eradication using This Close campaign print materials, which feature our celebrity polio eradication ambassadors.

VIEW



### OUTDOOR

Promote Rotary in your community by creating billboards and other outdoor signage with our new visual identity.

VIEW



Our Story

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Actions >

# THIS CLOSE TO ENDING POLIO (HIGH-RESOLUTION)

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## DESCRIPTION

Use this broadcast-quality public service announcement on community access television to promote Rotary's This Close campaign.

Last Updated

20/12/2013

Keywords

[Asset Type](#), [Advertising](#), [Video](#), [Ad Types](#), [Broadcast](#), [Topics](#), [Fighting Polio](#), [Language](#), [English](#)

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QUICK SHARE VIA EMAIL

#9

#10 SHARE YOUR  
CLUB'S NEWS ON  
DISTRICT 6920'S  
FACEBOOK PAGE

# Questions?

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