

FACULTY GUIDE

Part III: Public Image and Public Relations (July 2021)

Prior to the session:

1. Collect markers, newsprint, post-its (three colors)
2. For warm up activity, write following statement on index cards
“Describe for me a public relations effort in which your club engaged for one of its projects, successful or not.”
3. Prepare a newsprint with two columns (1-Internal; 2-External)
4. Review resource materials available at www.rotary.org.
 - a. E-learning: [Course Catalogs - Rotary Learning Center](#)
 - b. Brand Center: <https://brandcenter.rotary.org/en-GB>
5. Sign up for the e-learning class “Building Rotary’s Public Image”
<https://learn.rotary.org/members/learn/course/669/building-rotarys-public-image>
6. Re-orient yourself with the material you will be facilitating.
7. Familiarize yourself with reference inserts (PIPR-1; PIPR-2) in participant manual. PIPR-2 is used in the Case Study Activity.

Begin the session:

- Introduce yourself and the session
- Orient to the materials
- Review Session goals, where this course fits into the Leadership curriculum of RLI
- Point out referenced materials and where they can be found

OPEN ENDED QUESTIONS – Warm-up

- Divide participants into pairs
- One partner will ask the question and the other will respond.
 - *“Describe for me a public relations effort in which your club engaged for one of its projects, successful or not”.*
- Instruct the ‘other’ partner to listen and ask follow-up questions as needed
- Review the task and address questions from participants
- Allow two (2) minutes
- Ask for 1 or 2 examples

Prompt 1 – Open-ended questions are a technique used to elicit information and dig deep into a particular subject. With your partner, one will ask the question and the other will LISTEN and ask follow-up questions as needed.

DISCUSSION:

- Use the question as a conversation starter

Prompt 2 – Who is the (your) club’s target audience?

- It is expected that the difference between target audience types will engender an attempt to categorize internal and external audiences.
- A club’s target audience depends on what the club is doing and what it wants to accomplish
- Record responses on newsprint
- Keep for future reference

PI/PR/Publicity:

- Publicity, Public Image, Public Relations – similar terms but different focus
- Ask participants to think of a word or phrase that describes these terms and put on separate post-it notes – BLUE/Publicity; GREEN/Public Image; PINK/Public Relations

Prompt 3 – What word or words come to mind when I say PUBLICITY? Put on blue post-it. How about PUBLIC IMAGE? Again, put thoughts on green post-it. What about PUBLIC RELATIONS? Put on pink post-it.

- Ask for some examples of each
- Lead a brief discussion addressing the differences the subtle distinctions

DISCUSSION – PI/PR/Publicity:

- There are many definitions of and distinctions made between these terms
- MacMillian Dictionary defines these terms as:
 - Publicity – the activity of creating a good opinion among people about a person, product, company or institution or information that makes people notice a person, product, company or institution
 - Public Relations – the relationship between an organization and the public

- Public Image – the concept that the ideas and opinions that the public may have about a person or an organization may not be what they really are
- In which do Rotarians have more control?

ROUND ROBIN / DISCUSSION – Communication Tools

Prompt 3 – Communication is key in successful Public Relations/Publicity and ultimately Public Image initiatives. Communications can be internal and/or external and in most cases should probably include both. What tools are available for each? Make a running list of all the tools with which you are familiar and your Rotary club has used to communicate to your target audiences.

- Give participants two minutes to generate their list
- In Round Robin fashion go around the room having participants offer an example of a communication tool
- Ask whether folks believe the tools are INTERNAL or EXTERNAL and post on the newsprint accordingly.
- Tools offered should include but not limited to:
 - Newspaper, Internet (many options), TV, Radio, Billboards, Club Brochures, Fundraiser, Feature Article, Branding of Event or Project
- Weave into the discussion topics that include:
 - Who is the target audience for internal communication?
 - Who is the target audience for external communication?
 - How does your club handle internal and external communications?
 - Why PR/PI is as important to a small club as it is to a large club

CASE STUDY – Public Relations

- Refer to Insert PIPR-2: Public Relations Case Study
- Divide participants into two (2) groups: Internal (members) and External (public) target audience.
- Each group will examine the case study and record specific Public Relations ideas and methods of communication for their audience.
- This should include specific types of media to be used and the use of each method.

- Groups should address any of the four (4) case study questions that relate to their audience.

Prompt 4 – Insert PIPR-2 is a Public Relations Case Study. We will be forming two groups – Internal and External. Examine the case study from your group’s perspective and record specific PI/PR ideas that will reach your group. Include the following for each idea:

- **Specific PI/PR idea**
- **Method of communication**
- **Type of media used**
- **Essence of the message**
- **Whether and how any of the four (4) case study questions apply to or expand your group’s ideas.**

Choose a spokesperson to share your results with the whole group

DEBRIEF:

- Reconvene whole group and hear from each about their thoughts regarding their case study

INTERACTIVE WEB STUDY – E-learning on Rotary Learning Center

- Rotary International has developed extensive resources for use by local Rotarians.
- E-learning is one such example.
- Direct the participants to open up another browser window on their device and sign into My Rotary.
- Have them open the link ([Course Catalogs - Rotary Learning Center](#)).
- Scroll to the right on the second row to access “Building Rotary’s Public Image”.
- Show the participants how to take advantage of this resource.

DISCUSSION DISTRICT PR

- Ask the question: how does your district communicate district events and district projects? And how does you club interface with that communication?
- Use these questions to open the door to the need to communicate to club members about what the club is doing and how the club might benefit from what the district is doing.

ONLINE EXERCISE BRAND CENTER

- Demonstrate how to access Rotary's Brand Center (<http://brandcenter.rotary.org/en-GB>)
- Walk through the site pointing out the 1) Guidelines, 2) Materials, and 3) Ads "Learn More" buttons that provide resources for clubs to use in helping to promote projects and events.
- Allow participants to access this site on their devices

REFLECTION:

Prompt 5 - Think about – What can you do today to improve the PR/PI/PUB of your Rotary club's main community project or activity? What would a single communication of that idea look like?

- PI/PR/PUB is an important, but often overlooked, aspect of club projects and activities.
- Reaching others, inside and outside a club, is key to the club's success and effectiveness
- You can be a key contributor in the PR/PI/PUB effort in your club, and can encourage planning, effective strategies and consistent messaging in your projects and activities.
- It is more likely to be good if the club has a PR strategy and makes the members part of it.