

GETTING THE ROTARY MESSAGE ACROSS

Thank you to all Clubs in the District who entered the Rotary in London Club Bulletin, PR and Website Competitions. The winners showed what their Clubs had achieved in terms of RAISING ROTARY'S PROFILE. In terms of the PR Competition winner, it also shows how Clubs can keep up to date with different forms of media coverage to raise awareness of what Rotary does. The winners are:

CLUB WEBSITE: BARKINGSIDE

CLUB PR COMPETITION: HANWELL AND NORTHFIELDS

Congratulations again to the Rotary Club of Hanwell and Northfields who for the third year running win the District PR Competition and show what a club's active PR campaign can achieve in promoting Rotary's image.

This is also an example for other Clubs in the District to look at and think about in terms of doing themselves in future and seizing an opportunity. It is also a way that Clubs can make use of new technology.

The Club achieved coverage of Rotary Young Chef on BBC News 24 and on the BBC News website and increased awareness of Rotary's activities at a time when Ed Balls, Minister of State was announcing significant additional funding for cooking in schools.

Background

Ed Balls made a statement that additional monies had been committed to make sure that cooking skills were taught in all schools by 2010. West Area Clubs had held their Rotary Young Chef Area Final the previous Friday. Hanwell and Northfields President Bill Tillotson submitted pictures from the event to the BBC "YourPics" website almost immediately after the announcement. The BBC "Have Your Say" journalist emailed back almost immediately for more information, and to see if they could arrange an interview. Club member and District Youth Opportunities District Chairman Alan O'Neill contacted me and then liaised between the BBC and the school to set up the interview. This all happened within a window of four/five hours!

Outcome

Pictures from the West Area Rotary Young Chef Final were published on the BBC News website. The Food Technology Teacher, and the Young Chef winner and runner up from Twyford School went to BBC Television Centre for a live studio interview on BBC News.

CLUB BULLETIN COMPETITION

WINNER: GOLDERS GREEN BULLETIN

The Rotary Club of Golders Green Club Bulletin is informative to Rotarians and non-Rotarians alike. Each edition's front page carries what the Rotary month is – such as July is Rotary's Literacy Month - and an editorial "From the President's Desk".

The Bulletin aims at keeping members informed of what Rotary is doing at all levels – locally, nationally and internationally. For example, the first edition of the Rotary year carried features with photos about the RI President, RIBI President, District Governor and new President which keeps Club Members up-to-date with the new Rotary leaders and their messages for the year ahead.

The bulletin contains lots of colourful photos and articles on Club events, including the District Governor's and GSE teams visits to the Club as well as articles on topics such as District Conference, the Young Chef Competition and an International Weekend.

Features like Members Profiles were informative and the back page of each bulletin had a diary of the Club's programme.

RUNNERS-UP: BUSH HILL PARK

"The Bore" is the Club Bulletin for the Rotary Club of Bush Hill Park. Like the Golders Green Bulletin, it too aims to keep members informed of what Rotary is doing at all levels in a colourful and informative way. The July edition also had profiles and photos of the RI President, RIBI President, District Governor and new President with photographic highlights of the past Club President's year. It had a report from the RI Convention in Salt Lake City and a profile of Bill Gates Snr who talked at the Convention about the Polio Eradication Champion. "The Bore" also contained a "Chuckle Corner" with jokes. The Bulletin is well presented and written and is attractive for Rotarians and non-Rotarians ALIKE to read and a good showcase for the Club.

It is a bonus that "the bore" is produced in a form that can be emailed to all club members and others.

Why have a club bulletin?

Your own club can present information: -

- Aimed at your own members
- stimulating their interests;
- communication with them more informally than the council minutes could hope to;
- encouraging their increased participation;
- keeping absent members in touch with the club;
- keeping members serving on each committee informed of the work of the others;
- giving new members an insight to the working of the club and Rotary in general;
- informing members about district events and items of interest in the wider world of Rotary;
- serving as a chronicle of the life of the club;
- providing an opportunity for opinions and ideas to be expressed, especially by non-office holders and new members, who may otherwise lack the opportunity or the courage to contribute;
- enabling the club president to pass his message to the club and the community.

Publicising your club's activities to the local community

- Drawing attention to its project appeals and all local Rotary activity.
- Local public relations can be improved by sending copies to the local library, the local press and local community leaders. If more members of your community know what your club is doing, they may be more disposed to offer help when you need it.
- A more aware community is also a more fertile hunting ground for new members –

Remember

It is the content that counts.

What matters is that the Bulletin gives Club members a good mix of news, information and entertainment throughout the Rotary year.

**EVE CONWAY,
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