

網路獨家新聞  
Web Exclusive News

扶輪公關訣竅 (八月份第二期)

Rotary PR Tips

(August II Edition by Elizabeth Walsh)



台北松山扶輪社前社長高永吉 PP Spencer 譯 2005/08/26

扶輪公共服務公告將在衛星頻道上廣播

Rotary PSAs Air On Satellite Feed

經由美國國家廣播電台協會(NAB)的協助，扶輪的公共服務公告 Rotary's Public Service Announcements (PSAs) 將透過衛星可在電視台轉播。

Through the cooperation of the National Association of Broadcasters (NAB), Rotary's Public Service Announcements (PSAs) are being made available to television stations via satellite.

雖然美國國家廣播電台協會 NAB 每個月經由衛星提供了社區服務的公共服務公告(PSAs)給它的會員，當地的廣播電台及電視台必需藉著要求它經由它的“頻道”來“下載”一個特定的公共服務公告(PSA)。而扶輪公共服務公告(PSAs)於以下衛星頻道才能找到。

While NAB distributes community service PSAs via a monthly satellite feed to its members, local radio and television stations must “download” a particular PSA by requesting it via its “coordinates.” Rotary's PSAs can be found at the following satellite coordinates:

C-Band, Galaxy 3, Transponder 7, Downlink Frequency 3840 MHz, Horizontal Polarity, Audio 6.2 and 6.8

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鼓勵你們當地電台來“下載”這個特定的扶輪公共服務公告(Rotary PSAs)。與你們區域內的電台聯繫，並提供該頻道、一份扶輪簡介並說明為什麼該電台應播出扶輪的公共服務公告。

Encourage your local stations to “download” the Rotary PSAs. Contact stations in your area, and provide the coordinates, a short explanation of Rotary and why the station should broadcast the Rotary PSAs.

下一個國家廣播電台協會 NAB 將于美東時間/格林威治時間九月十六日早上 11:30 分經由衛星轉播。如果廣播電台限於他們科技而無法經衛星來下載資料時，請與國際扶輪公共關係部門聯絡 [pr@rotaryintl.org](mailto:pr@rotaryintl.org)，他們會直接寄一份精緻的廣播影帶給該電台。

The next NAB Satellite Feed will air at 11:30 a.m. ET/GMT-3 on 16 September. If the station does not have the technology to download via satellite feed you may contact the Public Relations Division at Rotary International at [pr@rotaryintl.org](mailto:pr@rotaryintl.org) for a broadcast quality tape to be sent directly to the station.

點選以下國家廣播協會經由衛星提供每個月的資訊之連結並瞭解更多的國家廣播協會相關事宜。

[http://www.nab.org/publicservice/satellite\\_schedule.asp](http://www.nab.org/publicservice/satellite_schedule.asp)

Click below for a link of the NAB monthly satellite feed and to learn more about the NAB.

[http://www.nab.org/publicservice/satellite\\_schedule.asp](http://www.nab.org/publicservice/satellite_schedule.asp)

扶輪新新聞

Rotary In The News

本週有兩位伊拉克孩童送抵芝加哥接受救治的心臟外科手術。當地扶輪社、希望兒童醫院和芝加哥地區之回教社區共同資助該次外科手術。這則新聞被當地所有媒體充分地報導，這說明扶輪如何與其他組織一起工作能提高社區內扶輪的影響力。這則由伊拉克而來如此溫馨感人的故事較以往更具新聞價值。

Two Iraqi children arrived in Chicago to receive life-saving heart surgery this week. Local Rotary clubs, Hope Children's Hospital, and Chicago's Muslim community worked together to support the surgeries. The story, covered by all local media, shows how working with other organizations can enhance Rotary's impact in the community. And such heartwarming stories from Iraq are more newsworthy than ever.

點選以下連結到 2005 年 8 月 23 日芝加哥太陽時報封面的一篇文章。

[http://www.suntimes.com/output/news/cst\\_nas-heart23.html](http://www.suntimes.com/output/news/cst_nas-heart23.html)

Click on the link below to see an article from the cover of the Chicago Sun-Times from Tuesday 23 August 2005.

[http://www.suntimes.com/output/news/cst\\_nws-heart23.html](http://www.suntimes.com/output/news/cst_nws-heart23.html)

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## 九月是新世代月

## September Is New Generations Month

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促進扶輪的青少年服務計劃並且與孩童們分享扶輪的故事。當我們介紹扶輪給一位青少年時，也即是我們把一粒義工精神及文化的體認的種子播種了下去。

Promote Rotary's youth programs and share the story of Rotary to children. When a young person is introduced to Rotary it plants a seed of volunteerism and cultural awareness.

以訂購一套有關義工的精神及扶輪簡報工具書來協助 8-11 歲孩童們及早開始。點選以下去訂購一套工具書。  
[http://shop-rotary.org/catalog/product\\_info.php?cpath=32\\_35&products\\_id=329](http://shop-rotary.org/catalog/product_info.php?cpath=32_35&products_id=329)

Help children get an early start by ordering a kit for making presentations on volunteerism and Rotary to children ages 8-11. Click below to order a copy of the kit.  
[http://shop.rotary.org/catalog/product\\_info.php?cPath=32\\_35&products\\_id=329](http://shop.rotary.org/catalog/product_info.php?cPath=32_35&products_id=329)

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## 將你的故事及照片寄給國際扶輪

## Send RI Your Stories and Photos

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國際扶輪要確保貴社之故事與扶輪世界分享。扶輪一直尋找扶輪社及地區如何創造扶輪瞭解體認的好範例。

RI wants to ensure that your club's stories are shared with the Rotary world. Rotary is always looking for good examples of how clubs or districts create Rotary awareness.

貴社是否有跟媒體合作的照片—或許是一次採訪或籌劃一個特別活動？公共關係部門想要貴社或地區從事公關的照片。在下次活動之前規劃確定你有某人在那兒拍高品質之照片。

Do you have photos of your club working with the media – perhaps giving an interview or planning a special event? The PR Division would like photographs that show clubs or districts at work doing public relations outreach as well. Plan ahead next time to make sure you have someone there to take quality pictures.

以電子郵件寄至 [prints@rotaryintl.org](mailto:prints@rotaryintl.org) 或郵寄到國際扶輪公關部門，美國伊利諾州 60201，依文思頓謝爾曼大道 1560 號。

Send e-mails to [prtips@rotaryintl.org](mailto:prtips@rotaryintl.org) or send them via mail to PR Division, Rotary International, 1560 Sherman Ave., Evanston, IL 60201, USA.

點選以下網頁以便獲悉如何捕捉新聞高品質瞬間的照片。  
<http://www.10publicrepatation.com/publicityphotos.html>

Click below to read more about capturing quality moments for the press.  
<http://www.101publicrelations.com/publicityphotos.html>