



扶輪公共關係訣竅

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Rotary PR Tips May Edition by Elizabeth Walsh

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親愛的訂閱者，

歡迎閱讀 PR Tips。我們是一份提供創意的電子報幫助扶輪社及社友在你們的社區中推廣扶輪，若有任何問題，請 email 至 prtips@rotaryintl.org

人道報導獎項 Humanitarian Report Awards (HRAs)

與媒體建立關係是扶輪公關很重要的一環，當新的扶輪年度展開之際，應鼓勵多與媒體的互動，其中一種方式是獎勵在社區裡有關人道方面的報導。

有些扶輪社在這方面已經有成功的經驗，他們獎勵在社區及人道服務上與扶輪有一致的目標的記者。例如，5170 地區的公關委員會為傑出的媒體或媒體關係從業人員設立了一個獎項。獎勵的條件基於“超我服務”的專業態度及優質的表現。5170 地區在年會中對十位受獎人進行頒獎。

以上訊息，請點選：

http://www.rotary5170.org/ave_club/media-awards.asp

地區及扶輪社的人道報導獎項 (HRAs)

如果貴地區或扶輪社對類似的活動有興趣，請點選以下網站找尋幫助你在你的所在地如何進行的的指南。

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

五月是女性健康月

在這個月份，媒體都在找尋有關婦女健康問題的題材，把握這個機會將有關扶輪服務提供給媒體。

點選以下網站：

<http://www.seacoastonline.com/news/exeter/05162006/currents/103092.htm>

扶輪新聞

贊助和平獎學金學者乃在我們的地區內鼓勵文化交流促進瞭解及世界和平。當你的扶輪社參與此項計畫時，應考慮其中公關的機會。

Dear Subscribers,

Welcome to Rotary PR Tips, a newsletter that offers innovative ideas for clubs and districts to promote Rotary in their communities. For any questions concerning PR Tips, e-mail prtips@rotaryintl.org.

Hold your own Humanitarian Reporting Awards (HRAs)

Building relationships with the media is a key aspect of public relations. With the new Rotary year approaching, encourage interaction now. One way to develop connections between your club and local media is to recognize strong humanitarian reporting in your communities.

Clubs are already having great success by recognizing journalists who share Rotary's focus on community and humanitarian service. For example, District 5170's Public Relations Committee established a PR Media Award for professional excellence and service in the field of media and media relations. The selections were made based on a standard of excellence and a reflection in their work of "Service Above Self." Ten recipients were selected and received recognition at District 5170's District Conference.

Click below for more information from District 5170 website.

http://www.rotary5170.org/ave_club/media-awards.asp

HRA Guide for Clubs and Districts

If your club or district is interested in having a similar event, click below for a guide to creating awards that recognize outstanding humanitarian reporting at the local level.

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

May is Women's Healthcare Month

During May the media searches for stories about women's health. Take this opportunity to send out news releases about projects concerning women's health issues.

Click on the link below for a recent example from a local paper.

<http://www.seacoastonline.com/news/exeter/05162006/currents/103092.htm>

Rotary in the news

Sponsoring a Rotary Foundation Ambassadorial Scholar is an opportunity to encourage cross-cultural understanding and world peace in your own backyard. Whenever your club or district participates in the Ambassadorial Scholarships program, make



有關資料請點選以下網站：

<http://www2.townonline.com/braintree/artsLifestyle/view.bg?articleid=495725>

芝加哥公關專業組織肯定扶輪百週年工作

本年五月五日，芝加哥傳播協會（Publicity Club of Chicago）頒贈給 RI 一座金及兩座銀的「喇叭獎」，為的是 RI 在去年百週年透過公共服務，小兒麻痺工作，及百週年慶祝活動得到最佳的宣傳效果。

美國公關協會（Public Relations Society of America）亦於五月十日將一項 Skyline 獎特別頒給 RI 肯定扶輪在百週年的活動。以上兩項殊榮皆證明扶輪在運用機會公關傳播方面的技巧，創意及資源。

新的地區公關主委（DPRCs）

當地區總監當選人需要面對很多籌備工作時，也許要及時提出地區公關主委的人選及完成該有的報備資料並不容易。因為有些名單來得比較晚，因此我們的資料並不齊全。如果貴地區尚未報上公關主委有關資料，[請 email 至 prtips@rotary.org](mailto:prtips@rotary.org)

public relations a part of the process.

Click below for a recent example in a local paper. Remember that the new PSAs focus on Rotary's educational programs; you can download them from the Rotary's website.

<http://www2.townonline.com/braintree/artsLifestyle/view.bg?articleid=495725>

Chicago PR Professional Organizations Recognize Rotary's Centennial

Rotary International was awarded a gold and two silver "trumpets" on 5 May by the Publicity Club of Chicago for its 2005 efforts to promote Rotary through public service announcements (PSAs), polio media efforts, and Centennial celebrations.

In addition, the Chicago chapter of the Public Relations Society of America (PRSA) recognized Rotary's Centennial PR efforts on 10 May with its Skyline Award for Events and Observances / Associations (more than seven days.) Both awards recognized Rotary's utilization of communications opportunities and challenges with superior skill, creativity, and resourcefulness.

New District Public Relation Chairs (DPRCs)

With all the tasks a district governor-elect has to do, it can be difficult to name a District Public Relations Chair (DPRC) in time to get all the paperwork submitted for the new Rotary year. Because some DPRCs are added late, we are missing some contact information. If you have not submitted your DPRC's name on previous Rotary materials, please e-mail your DPRC contact information to prtips@rotary.org.