



# 扶輪公共關係訣竅

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新年快樂！

歡迎閱讀扶輪公關花絮，這是一份幫助各地區及扶輪社獲得創意，以便在社區中宣傳扶輪的雙週報導。在這報導中，我將與各位分享有關扶輪在各地發生的故事，如果你有任何關於公關的問題，亦請傳送至 [pr@rotary.org](mailto:pr@rotary.org) 與我聯絡。

## 世界衛生組織總幹事重申對根絕小兒麻痺症的承諾

世衛新任總幹事陳馮富珍醫生強調會盡一切努力完成根絕小兒麻痺症的工作，在一月四日所寫的信中，她說明根絕小兒麻痺症是她重工作其中一項，並將繼續推動此項工作直至完成為止。她亦表達對參與此項工作的伙伴们由衷的感謝。有關於這項報導，詳情可在以下網址參閱。

[http://www.rotary.org/newsroom/polio/061116\\_who.htm](http://www.rotary.org/newsroom/polio/061116_who.htm)

## 扶輪義舉

在其所屬的扶輪社及鄰近地區各社的資助下，Tim Bewley 及 Carol Fellows 兩位醫生以他們的計畫：「施予援手，給予希望」幫助越南及東非洲的截肢者。至今，230 名被外科手術切除上肢的病人，重新獲得書寫、操作電腦、自我繫鞋帶等能力。一位受益人說出他的感受：「我現在可以抬起頭來生活。」而改變他們生活的只是一支價值 50 美元，裝有彈簧的義肢，它改變很多生活在第三世界國家傷殘人士的生活。有關這項報導，詳情可參閱下列網址。

<http://www.mailtribune.com/archive/2006/1230/local/stories/rotary-jd.htm>

## 法國扶輪社友提昇扶輪知名度

「心存希望」是在 2007 年 1 月 23 日在法國舉行的電影活動。法國扶輪社友於第二次的全國扶輪認識日在三百多家電影院舉行電影 Moliere ou Le Comedien Malgre Lui 的首映。這個活動目的為六個由 FRC 選出的研究計劃籌募一百萬歐元，並為扶輪宣傳。這次電影夜包括扶輪說明腦部細胞退化疾病之宣導片，直接或間接影響了約百分之十的人口。詳情請點選以下網站：

<http://rotary-francophone.org/fpdb/DOSSIER%2023%20JANVIER%202007.pdf>

Happy New Year!

Welcome to Rotary PR Tips, a biweekly newsletter that offers innovative ideas for clubs and districts to promote Rotary in their communities. I will be helping you to share your stories of Rotary. Please feel free to contact me with any related PR questions or concerns. You can reach me by e-mail at [pr@rotary.org](mailto:pr@rotary.org)

## World Health Organization Director-General Committed to Polio Eradication

"We will complete polio eradication," said newly appointed World Health Organization Director-General Margaret Chan. In a letter dated 4 January, she explained that polio eradication is one of her top priorities and she will continue working until the job is complete. She also expressed her gratitude to all who have committed to the goal that no child should ever again know the pain of polio-paralysis. You can read the full story with a link to her letter at the link provided below.

[http://www.rotary.org/newsroom/polio/061116\\_who.html](http://www.rotary.org/newsroom/polio/061116_who.html)

## Rotary in the News!

Working with funds from local and regional Rotary clubs, Tim Bewley and Dr. Carol Fellows have taken their project, "Give Hope — Give a Hand," to Vietnam and east Africa, so far equipping 230 amputees, enabling them almost immediately to write, operate a computer, tie their shoes and, as one recipient described it, "walk down the street, tall and proud, a complete man." It's just a simple \$50 spring-loaded plastic prosthetic hand, but it's changing lives in the Third World. You can read the full story at the link below.

<http://www.mailtribune.com/archive/2006/1230/local/stories/rotary-jd.htm>

## French Rotarians Raise Rotary Awareness

"Hope in Mind" is the name of the movie theatre event taking place in France on January 23, 2007. For their second National Rotary Awareness Day, French Rotarians have organized a special premiere of the movie "Moliere ou Le Comedien Malgre Lui" by Laurent Tirard in nearly 300 theatres throughout the country. The objectives of this multi-district event are to raise one million Euro for six research projects selected by the FRC (Federation Nationale pour la recherche sur les maladies du cerveau) and to promote Rotary to the wider public. The movie night includes a screening of a film about Rotary and a presentation about degenerative brain diseases, which affect about 10 percent of the population directly or indirectly. You can view the complete French press package at the link below.

<http://www.rotary-francophone.org/fpdb/DOSSIER%2023%20JANVIER%202007.pdf>



## 電子新聞稿

下列的網址提供一個可資借鏡如何撰寫電子新聞稿的範本。值得特別留意的是，在這新聞稿的右邊，發表的扶輪社提供若干附有說明的照片，另外亦加入連線到該社的網站及電子郵件地址。

<http://www.emediawire.com/releases/2007/1/emw495697.htm>

## 如何創作致勝標題

新聞稿的標題至為重要，雖然短短數字，標題引起了別人閱讀有關扶輪新聞的興趣，請參閱下列網址所刊載的報導，幫助你為以後的扶輪新聞創造致勝的標題。

<http://blog.prleap.com/archives/press-release-optimization-how-to-write-an-effective-headline/>

## 推薦志同道合人仕，參與扶輪

本年一月份為認識扶輪月，請認真挑選一些符合扶輪理念，志同道合的人推薦他們成為扶輪社友，他們可以是你的朋友，你的親友或是你的公司同事，不要再猶豫，請立即行動。下列網址可提供更多這方面的資訊。

<http://rotary.org/membership/prospective/referral.html>

## 引用專欄

引用專欄 (Quote Corner) 是公關網頁上的一個專欄，該服務目的為與社友共享媒體對扶輪令人鼓舞的評論。你或你的社友所談關於扶輪的服務是否被媒體所引用？扶輪支持的社會服務及其受益人的證言是否曾提升扶輪的社會形象？若有這些事情，請把內容、刊登媒體名稱及地點傳送至電郵 [pr@rotary.org](mailto:pr@rotary.org) 並請說明被引用的事為何重要。

英國 Humberside 的 Bridlington 扶輪社社長 Roger Thorpe 對長跑者 Chris Phelps 及他人所作的談話被當地媒體引用。他說這些年青人在參與馬拉松長跑後，形容這經驗改變他們對人生價值的看法，是多麼的鼓舞。Phelps 是當地一名年青學生，參與在 Bridlington 舉行的小型馬拉松長跑，並為一個專為 17-25 歲青少年癌症研究中心募得捐贈超過 300 英鎊。Phelps 曾被讚助參加 Rotary Youth Leadership Scheme。該計畫鼓勵每一學員為幫助別人參與募款活動。

## 公關花絮— 一個隨手可得的資源

你是否知道扶輪公關花絮的讀者超過 4,000 人，散佈從中亞的阿富汗到非洲的辛巴威的 115 個國家。它提供一個很重要的平台，讓各地社友體會到媒體如何運作及認識在世界各地不同文化的社友如何推動他們的工作。你有什麼公關花絮可供分享呢？請傳送至 [pr@rotary.org](mailto:pr@rotary.org)

## Rotary club Shares Project through Electronic Press Release

Here is a great example of how one Rotary club developed an electronic press release. Please note on the right side of the press release, the club has included pictures with captions. They have also included a section for contact information with a link to their Web site and their email. You can view the press release at the link provided below.

<http://www.emediawire.com/releases/2007/1/emw495697.htm>

## Head into the New Year with a Winning Headline

Your headline matters. These are the words that make someone want to read about your Rotary story. When you send a local news outlet your club's efforts, does your headline catch their attention? The headline of your news release should grab the reader's attention. Please read the full story below to ensure a winning headline for your next Rotary story.

<http://blog.prleap.com/archives/press-release-optimization-how-to-write-an-effective-headline/>

## Refer a Prospective Rotarian Today

As January marks Rotary Awareness Month, consider referring a friend, family member or colleague that demonstrates the qualities of a good Rotarian today! If you are an active member of a Rotary club in good standing and know someone that would be a great addition to Rotary, then consider referring them for membership. You can read more about it at the link below.

<http://www.rotary.org/membership/prospective/referral.html>

## Quote Corner

Quote Corner is a place for Rotarians to share inspirational comments about Rotary service. Have you or any of your Rotary club members recently been quoted in the news? Has a beneficiary of a Rotary project recently helped to enforce Rotary's good image in your community? If so, please send the quote and who it's from, a brief description of the project or context, and where it was featured to [pr@rotary.org](mailto:pr@rotary.org). Explain why this quote is important to you and your club, and you may see it in a future issue.

"It never ceases to amaze me how these young people return from this course and describe it as a life changing experience. We are extremely proud of them all," said Bridlington, Humberside, England Rotary Club President Roger Thorpe about runner Chris Phelps and others. Phelps, a teenage student and participant in the Bridlington half-marathon, raised over £300 for the Laura Crane Trust which researches cancer in 17-to 25-year-olds. Phelps had been sponsored to attend a Rotary Youth Leadership Scheme, which challenged each of its students to raise money for good causes.

## Rotary PR Tips, an international resource

Did you know that Rotary PR Tips reaches nearly 4,000 people in 115 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to [pr@rotary.org](mailto:pr@rotary.org)