



## 2006/2007 年度扶輪公共形象策略/目標

### PUBLIC IMAGE STRATEGIES/GOALS FOR 2006/2007

2006-07 年度 RI 公共關係資源小組助理總協調人 PDG Pauline 提供

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#### 1. 看板

鼓勵全世界每一個扶輪社盡量能在當地豎立一面看板，看板內容應以 RI 統一的定位「Humanity in Motion」(扶輪一人道服務運動)為主題。在可能的範圍內，扶輪社可豎立另一面以服務為內容的看板，看板上應有社名、例會時間地點、及一名可供聯絡的領導人名字。

#### 2. 訓練研習會

RI 公共形象資源小組各 Area Coordinator 每年至少為所有的地帶協調人舉辦一次研習會，委員們應以 RI 公關部門近年發展出的標準訓練方式進行。地帶研習會後，再由地帶協調人將訓練延伸至各地區，研習會應包括媒體關係之建立、主要 RI 訊息之使用、成功經驗的分享、以及找出適合在各地推廣扶輪形象的資源。

#### 3. 公共形象季刊

印製 RI 公共形象之季刊或在扶輪雜誌上設立成功經驗之專欄，目的是利用扶輪刊物為資源，以無成本的方式傳播各種訊息。各地區公關主委應向地帶協調人提供簡單報告，由地帶協調人彙總再交呈 Area Coordinator，再由 Area Coordinator 彙總交呈總協調人及副總協調人，並加以評估及作更效率的推廣。Area Coordinator 應要求各地帶協調人準時提供報告，並在九、十二、三及六月之第一週將報告送交總協調人及副總協調人。

#### 4. RI 公關部資源

公關形象資源小組應鼓勵有效運用 RI 公關部之豐富資源。公共形象小組將更新資料，例如：看板小冊子，公關資料夾中的「五個簡單步驟」小冊子。全世界扶輪社將收到一份含有以上資料的 CD，對於其中的推廣短片，需要各地區以本地語

#### 1. BILLBOARDS:

To strive to encourage EVERY Rotary club around the world to erect at least one billboard in their service area. The billboard design to come from Rotary International's impressive generic range of "Humanity in Motion" designs. Wherever possible, clubs are to be encouraged to erect a second billboard in their area promoting highlights of their own service in recent years. This billboard should feature the club name, meeting venue and time, and contact details for a male and female club leader.

#### 2. TRAINING SEMINARS:

A major goal of the Public Image Resource Group is to conduct at least one training/education seminar in every zone. Members are encouraged to follow the prototype seminar developed by the R.I. Public Image Department in recent years. A network of District seminars should flow from the zone seminars, with each seminar concentrating on media training - including emphasis on the use of Rotary's key words and messages, sharing Rotary public image success stories, and development of promotional resources appropriate for various parts of the Rotary world.

#### 3. QUARTERLY PUBLIC IMAGE NEWSLETTERS:

Public Image newsletters or magazine columns will be developed to share Rotary's success stories. The aim is to make this exercise cost effective by utilising existing Rotary resources, ie: The Rotary World/regional magazine network. The aim is for District Public Image chairmen to pass brief dot point reports of outstanding Rotary public image achievements on to their Zone chairmen, who will consolidate the reports into one and pass it on to their respective Area Coordinators. The Area Coordinators will in turn consolidate the reports and pass them on to the General Coordinator and Assistant General Coordinator. The reports will then be assessed and put to the best possible use. Area Coordinators are requested to organise their teams to ensure they have reports to the General and Assistant General Coordinators by the first week of September, December, March and June.

#### 4. PUBLIC RELATIONS DEPARTMENT RESOURCES:

At every opportunity, the Resource Group is to encourage better utilisation of the excellent array of resources available from Rotary International's Public Relations Department. The Resource Group will update resources, ie: the billboard brochures and five easy steps brochures in the Public Image Resource Kit. A special CD containing many resources and promotional materials will be distributed to EVERY Rotary club around the world - with special attention to the need for culturally appropriate voice over content!

言將以配音。

#### **5. 扶輪雜誌**

公共形象小組將發展與扶輪雜誌之密切關係，強調這份工具對社員加強扶輪知識的重要。扶輪在世界各地的雜誌乃與社員溝通最直接方法。

#### **6. 發展區域/國家資源**

公共形象小組將鼓勵各國及各區域扶輪公關委員會發展適合當地之形象推廣小冊子及海報，並確保該國及區域全體使用同樣資料以節省成本。紐西蘭的"People like you and me"活動可做參考典範。同時，電子報應更被重視，扶輪徽章，四大考驗及其他媒體資料將以扶輪法定語言製成DVD。

#### **7. 有效使用媒體**

公共形象小組將鼓勵各扶輪地區對媒體的曝光更有組織、更主動地進行，並指派地區主委或媒體經理，鼓勵各扶輪社以結合方式去取得當地媒體的版面或時段。

#### **8. 評估推廣成效**

公共形象資源小組將以曝光廣度及社員增加數量去評估推廣成效。

#### **9. 物色扶輪媒體業者**

公共形象資源小組會透過全世界各地區之公關主委收集媒體或相關職業分類之社員的名單，以及尋求擁有可豎立看板之物業的社友。

#### **10. 媒體/社區獎項**

公共形象資源小組鼓勵可造成大量曝光之扶輪活動，社及地區可研究舉辦各項慈善及運動活動，並向有影響力之社區組織介紹扶輪理念，例如在學校中豎立四大考驗牌子，或在商業及會議場所中陳列扶輪職業宣言。

同樣地，小組亦鼓勵所有 GSE 團應包含一名媒體從業人員。目前 RI 社長獎已有公關項目，本小組亦將大力鼓勵各地區參與 RI 公關獎之申請，以獎勵在各地區獲得大量媒體曝光之活動。

#### **5. ROTARY WORLD MAGAZINE PRESS:**

The Public Image Resource Group will develop a close association with the Rotary World Magazine Press, emphasising the importance of this major Rotary facility as the best means of developing Rotary knowledge within Rotary's membership. The Regional Magazines are the only direct means of contact with EVERY individual Rotarian!

#### **6. DEVELOPMENT OF REGIONAL/NATIONAL RESOURCES:**

The Public Image Resource Group will encourage national/regional public image committees to develop their own range of promotional brochures and posters and to ensure cost effectiveness by marketing same to all Rotary clubs and Districts in their area. The New Zealand "People Like You and Me" campaign to be promoted as a successful model of this initiative. Further, efforts will be made to further develop electronic newspaper resources similar to the very popular Metro clipping service utilised in the last half of the 20th Century. The Rotary emblem, the Four Way Test and other print media information will be available on DVD with templates in Rotary's official languages.

#### **7. EFFECTIVE UTILISATION OF MEDIA:**

The Public Image Resource Group will encourage Rotary Districts to be better organised and proactive with all facets of the modern media by appointment of District Chairmen or Media Managers. Such people will be encouraged to develop the concept of club "clusters" joining together to access space and time in community newspapers and community radio/television.

#### **8. MEASURING EFFECT OF CAMPAIGN:**

The Public Image Resource Group will endeavour to measure the effect of its work by calculating exposure to population numbers and surveying new members for input.

#### **9. IDENTIFY ROTARIAN MEDIA LEADERS:**

The Public Image Resource Group will utilise its world wide network of Public Image District Chairman to prepare a current list of Rotarians with media/communications based vocations, along with property owners with access to possible sites for Rotary's billboards.

#### **10. MEDIA/COMMUNITY BASED AWARDS:**

The Public Image Resource Group will encourage high profile Rotary events to strive for maximum recognition and exposure. Clubs and Districts will be encouraged to offer high profile awards to charity and sporting events; and make Rotary presentations to influential community organisations, ie: enlarge Four Way Test signs in High School Assembly Halls; and Rotary's Declaration of Rotarians In Business in major business venues and conferences. Similarly, the Group will encourage all Districts to make a Group Study Exchange team position available as an award to outstanding local media personalities. With Public Relations included in the annual RI Presidential Citation, the Public Image Resource Group will also promote the annual Rotary International Public Relations Award and encourage recognition of major, successful events that attract significant media coverage in individual Rotary Districts.