

Public Relations Report – April 2021

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#1 Zone Public Image Webinars

It's important to note that these webinars are open to Rotarians. The reminder emails are sent to leadership in our district. I attend the March and April webinars. The March webinar provided tips on newsletters, including specific steps using Club Runner and DACdb. The portion on Club Runner was given by a Club Runner team member. The recording of this session is available via <https://rotaryzone2627.app.box.com/s/4a7gz8uaugg3j1sdgx1b95vzwxrlqhxq>. The pace was fast but you can pause/play with the recording.

The second webinar, "You Look Marvelous," was on April 14 and covered tips on video clips, camera use, lighting, and the Rotary guidelines for use of images. This session reinforced using good quality, action-oriented images. The slide deck is available at:

<https://rotaryzone2627.app.box.com/s/j7hql51z0ra0q3ffgnq7umasttk07x>

#2 Working with the Media

I interviewed Brian Clark, managing editor of The Modesto Bee, earlier in April. The Bee media outlets cover the majority of the Central Valley which is our Rotary District. I asked him for tips to help Rotary Clubs obtain media coverage. Here are his tips:

*Community Columns: yes, still available. Community Columns are a great way to get the Rotary message out. Should be about 500 to 600 words so these can be edited. You need to have something to say. This means as Rotarians we need to carefully select our topics, use good structure, tell our story, and be impactful. Remember: the topic needs to relate to the community. So if you are submitting a column to a Turlock media outlet, the topic should relate to Turlock. Sunday columns may be longer. Deadlines: for a Sunday column, deadline is Wednesday. You should contact the editor well ahead of time and be sure you have the correct submission information, email, etc.

Many publications have opportunities for community members to submit pieces. Check with your local outlet for specifics. Letters to the Editor are also accepted, and similar tips apply.

*Timing: timing is everything. Give the media a "good heads up" about your event, scholarship or other activity. Do NOT call media a day or two prior and request a story or coverage. This does not allow sufficient lead time.

*Photos: if there is a good photo opportunity (photo opp), contact at least a week ahead of time. Also, media today is more receptive to submitted photos and videos. These must be of high quality.

*Coverage for events and activities: Always shoot photos and video of your events and activities. Media reps do want to cover the community, however staff time may be limited. This is an opportunity for Rotarians to submit visuals and a story. Brian said organizations can go a long way to get coverage if photos and or video is available.

*Images: Video and photos can be from an iPhone or android phone, but must be of good quality. Short, impactful video clips of 45 seconds to 1.5 minutes can work. Take three to four clips of 10-seconds. No panning. Landscape (horizontal) format is best to avoid the black band at the top or bottom of the clip. You can interview a person at your event. Hold the phone or camera up by your head, and have the

person look at your eyes, not be distracted. Think how stories look on TV. That's what you're aiming for.

Sound: quality of video sound is critical. Quiet place is best. Be aware of wind and other sounds. Use a mic and speak up. Nice and strong voice, not yelling.

Do hope these tips help our Rotary Clubs gain media coverage. I will also share with Tiff Manning so she can include in the Rotary Times.

#3 Zone Best Virtual Meeting Award

District Governors will be selecting a club from each district to be honored with the Best Virtual Meeting Award. This is a club that has gone above and beyond to create a great virtual club experience for its membership. The request is to consider a club that also demonstrates our great Rotary Brand. DGs need to submit their honoree by Friday, May 7.

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