

Dear Rotarian,

This Public Relations jumpdrive includes video, radio, print, Internet and outdoor (billboard) Humanity in Motion public service announcements (PSAs) designed to help you promote Rotary. The PSAs provide an effective and professional way to share Rotary with your local media. Each piece can be easily customized to better reflect your own community. Contact us at pr@rotary.org should you have any questions or concerns about Humanity in Motion PSAs or this jumpdrive.

How to Use and Customize

Television

Many television stations provide public service programming including short announcements and messages aired at no charge for community organizations such as Rotary. Contact local stations and ask for the public service or the community affairs director. Show them the television: PSAs and ask if they will air them for free. If so, ask the length and format required for a tape and explain that Rotary International will send a broadcast-quality television PSA directly to the station. Then, complete the Television PSA order form: http://www.rotary.org/RIdocuments/en_pdf/psa_him_videotape_form_en.pdf and send it to Rotary International's Public Relations Division (e-mail: pr@rotary.org, fax: 1-847-866-8237).

Preview television PSAs:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HIMTelevision.aspx>

How to customize

Some of the television PSAs are available in two versions: a :30-second spot that's ready to use and a :25/05-second spot that saves the final five seconds to add information about your local Rotary club or district. The :15-second spot is ready to use or your Rotary club may add video highlighting a club project, fundraiser or event to create a longer spot. Each PSA can be customized with the help of a television station or a video editing facility.

If you use the :25/05-second version, consider adding a message such as:

Call (telephone number) for more information.

Visit (local Web site address) for more information.

The Rotary Club of (name) meets at (time, day, location)

With either version, you can re-record the narration using a local dialect or language. The broadcast quality tape:

http://www.rotary.org/RIdocuments/en_pdf/psa_him_videotape_form_en.pdf has a split-audio feature, meaning the narration track is split from the other sounds, such as the background music. A production studio can assist to re-record the narration in whatever language or dialect is appropriate, using the script provided.

Radio

Many radio stations provide public service programming. Contact local stations and offer the pre-produced radio PSAs and scripts on the CD (some stations prefer to record the PSAs themselves). Ask if they are willing to air them for free.

How to customize

The radio PSAs come in multiple versions including: a :60-second spot, :45/:15, :30-second spot, and :20/10-second spot that saves the final 10-seconds to add information about your Rotary club or district. Each version can be customized with the help of the radio station or an audio production facility.

If you use the :20/10-second version, consider adding a message such as:

For more information, call (telephone number.)

Visit (local Web site address) for more information.

The Rotary Club of (name) meets at (time, day, location)

The radio PSA also has a split-audio feature, meaning the narration track is split from the other sounds, such as the background music. A production studio can assist to re-record the script in whatever language or dialect is appropriate.

Preview radio PSAs:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HIMRadio.aspx>

Print

The print material can be used for newspapers, magazines, program booklets, community newsletters, directories, air and rail terminal signs, banners, posters, postcards and note cards. By using a mix of media you can increase the impact of the message and reach the broadest audience.

For magazines and newspapers, contact the publication's advertising staff and inquire about "remnant" or unused space, which may be donated or offered at a reduced cost.

Public locations, such as airports and railway stations offer strong outreach opportunities.

Ask the terminal's management what agency handles its sign advertising and follow-up with the agency. The agency may donate or reduce the cost of placing your PSA on a terminal sign. You can easily resize and adjust the print material with the help of a graphics or print professional.

Preview Print PSAs:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HIMPrint.aspx>

How to customize

You can easily customize the print material with the help of a graphics or print professional. Possibilities include:

Using the print material as is, but include your local contact information in addition to, or in place of, www.rotary.org

Using the print material as is, include information for an upcoming local club or district fundraising or special event.

Newspaper Supplement

Many newspapers sell advertising space for special supplements focused on particular topics like Rotary. These can range in size from a partial page to a full page to a multi-page section, depending on your needs and budget. Contact your local newspaper and inquire about developing a Rotary-focused supplement. Costs often can be covered by selling advertisements to local businesses. Some newspapers also offer lower rates to nonprofit organizations such as Rotary.

How to customize

The supplement is ready to use as is or you can mix and match the text and images with articles and photos about your own club or district projects. Consider customizing the supplement with articles and photos highlighting:

- Successful local Rotary projects and the people who benefit from Rotary service
- Successful international projects undertaken by local Rotary clubs or the district -including participation with polio eradication
- Outstanding local Rotary members and their families
- Rotary exchange participants in your community, such as Youth Exchange students, Ambassadorial Scholars and GSE participants
- The history of local Rotary and how many clubs and members serve the community today
- Be sure to include local contact information

Outdoor Advertising (Billboard)

Creating an outdoor billboard from the images on this jumpdrive is easy. Contact outdoor advertising companies to find one that provides free or discounted rates on “remnant” or unsold billboard space to nonprofit organizations. Then ask the company to recommend a professional printer who can create a billboard image that meets the required specifications.

How to customize

While the billboard designs on the jumpdrive are ready to use, you can also add information about local Rotary. Possibilities include:

Adding your local contact information or Web site address in place of www.rotary.org.

Internet

The Internet graphics can be easily uploaded to a Web site, blog or electronic newsletter. In addition to adding it to one of these, seek out community and other public Web sites for possible gratis or low-cost placement including: your local television or radio station's Web site, other local organizations that your club or district may be working with or supporting, as well as local community message boards or discussion forums. Internet banners are most effective when linked to external sites such as www.rotary.org or your club or district's Web site or blog.

Preview Internet PSAs:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HIMInternet.aspx>

We hope these tools will help you share the Rotary story with your community. As you put these tools to use, we look forward to hearing from you. Please send an email to pr@rotary.org describing how your club or district used and customized these materials. Remember to send a photo, video or Web site link of your work.

Additional Resources

All Humanity in Motion materials can easily be downloaded directly from <http://www.rotary.org/humanityinmotion>. Check this page for any updates to the campaign materials.

Sign up to receive Rotary PR Tips, a biweekly newsletter that offers innovative ideas and examples related to sharing the Rotary story:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/PRTipemailnewsletter.aspx>

You can also sign up for the newsletter by sending an e-mail to pr@rotary.org.

Please contact pr@rotary.org should you need any further support.

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