Public Image/Media Plan

Prince George Rotary

2019-2020

Mark’s Strategic Goal #1 – Increase public awareness of Rotary

* Continue to add nonRotarians to cc list of newsletter as requested
* Encourage club to represent Rotary at Community events with a booth, a give-away, a sponsorship, or combination as appropriate
	+ Rotary Day (around June 1)
	+ Womens’ Club Community Day Event (May)
	+ Disaster Preparedness Day (September)
	+ Scholarship Picnic (May)
	+ FOLAR Events/5K Run/Walk
	+ Etc
* Maintain daily updates to our club Facebook page- **Jan & Shel-Primary**
* Maintain at least weekly updates to club website (with info provided by club members, committee & project chairs) x 3 **Carol-Primary**
* Encourage club members to purchase/wear Rotary apparel and pins (shirt order being planned in October)
* Publicize club website & Facebook page on all club materials/communications
* Radio PSAs- **Jan, Chana – Primary**
* Displays/Rotary Materials **– Chana, Shel - Primary**

Mark’s Strategic Goal #2 – Improve communication with membership & the community

 - Publish club newsletter weekly **(Carol** -Primary with info provided by club members, committee & project chairs)

 - Update website as above in #1

 - provide club programs, classes, tutorials on club’s online resources -**Carol, Dana -Primary**

 - Provide news releases & contributed articles to printed media -**Dana, Jan, Chana, & Glenn– Primary** (Info provided by Club members, committee & project chairs)

 - Presence at/support of community events as above in #1

 - Radio PSAs- **Jan, Chana – Primary**

- Live Videos of programs and portions of events **Carol- Primary, backup Jan, Shel, Chana**

Mark’s Strategic Goal #3 – Create awareness of club projects & activities

* All of the above

Mark’s Strategic Goal #4

* Support the efforts of the Membership Committee by performing activities above.

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