

DISTRICT 5130 PUBLIC IMAGE CHAIRMAN

ROLE:

The District Public Image Chairman supports the promotion of Rotary to external audiences and fosters understanding, appreciation and support for the programs, values and service mission of Rotary. The chairman and committee also promotes an awareness among Rotarians, an understanding that effective external publicity, favorable public relations and a positive image are desirable, achievable, and essential goals for Rotary.

RESPONSIBILITIES:

Attend District regional association meetings in their areas (RRR, SCARC, NVRA)

Encourage Rotary clubs within the District to make public relations/messaging/branding/publicity/public information/public image a priority.

Encourage, in ways and means selected by the committee, promotion of Rotary to external audiences – local media, community leaders, beneficiaries of Rotary's programs, non-Rotarians, potential Rotarians – and provide club Public Image Chairs with recommendations, techniques, protocols, technical updates and other information to do so.

Communicate with the District Governor, club Public Image Chairs and chairs of key committees to stay informed about District projects and activities.

Meet with club members to represent the Public Image component of Rotary in District Training Assemblies or District Conference.

Participate in Zone Public Image webinars.

Participate in the development of a 5-year District Strategic Plan for District Public Image – support, development, enhancement.

QUALIFICATIONS:

Be a member in good standing of a Rotary Club.

Experience as club Public Image Chairman is desirable.

Have an appreciation of Rotary and club history, values, mission, organization.

Have a passion for communication, the dissemination of useful and accurate information and for Rotary ideals.

Have skill/experience in one or more of the following areas is desirable:

- Media, public relations or marketing
- Social media
- Graphics/design
- Public speaking
- Web design/management
- Wordsmithing/writing
- Traditional media (radio, television, newspaper, journals)
- Computer, communications technology
- Photography
- Research

TERM OF OFFICE:

3 years--at the discretion of the standing District Governor.