

網路獨家新聞

Web Exclusive News

扶輪公關訣竅

Rotary PR Tips-

July Edition by Elizabeth Walsh

11 July 2003



扶輪與非洲

Rotary and Africa

新聞經常跟隨著地理上的趨勢。而非洲現在已是媒體焦點成為促進扶輪改善非洲生活一個極佳時機。News often follows geographical trends. Africa is now under a media spotlight - making it a good time to promote Rotary's work to improve life in Africa.

分享你們扶輪和非洲的故事！你們曾否接待由非洲來的獎學金學生？貴社或地區曾在那裡從事計劃嗎？貴社在非洲並且結合其他國家扶輪社一起從事一個計劃嗎？請將其中所有都編寫成偉大的故事。這兒有一些博得媒體注意的步驟：
Share your story of Rotary and Africa! Have you ever had a scholar from Africa? Has your club or district worked on projects there? Is your Rotary club in Africa and have you joined forces with clubs from other countries to put a project together? All of these make great stories. Here are some steps to get the media interested:

- 寫下一張媒體聯絡表；包括對你故事感興趣所有報紙、無線電台、或者你電視台。*Make out a media contact list; include all papers, radio shows, or TV stations you think would be interested in your story.
- 寫一份新聞稿。可按以下之扶輪和非洲的資訊網址。你就能夠使用這個資訊並剪貼至你的新聞稿裡。Write a press release. Click below for information on Rotary and Africa. You can use this information to cut and paste into your release.
- 拿起電話。依聯絡表聯絡，問是否要傳真或者電子郵件有關扶輪於非洲工作的資訊。不要給太多的資訊，剛剛讓他們感興趣就足夠。Pick up the phone. Call your contacts, ask if it would be best to fax or e-mail information on how Rotary works with Africa. Don't give too much information, just enough to get them interested.
- 留下名字或者你的聯絡者能夠採訪的“專家們”。例如，赴非洲的獎學金學生，或者在那裡從事一個人道計劃工作的扶輪社社長。應在新聞稿中包括他們聯絡的資料。Give names or "experts" that your contacts can interview.

For example, the scholar that went to Africa, or the club president working on a humanitarian project there. Include their contact information in the press release.

- 隨後要撥一通電話。留下禮貌口信以確認你所寄送的新聞稿。並提供一個能夠迅速找到你的電話或者電子郵件。讓記者們在他們有時間能交談時能夠與你交談。Follow up with a phone call. Leave a polite message confirming that you sent a press release. Give a number or e-mail where you can be quickly reached. Reporters want to be able to talk when they have the time.

請按以下扶輪和非洲的資訊網址。

Click below for information on Rotary and Africa.

<http://www.rotary.org/newsroom/presscenter/regnews/africa/index.html>

愛滋病認知

AIDS Awareness

國際扶輪想要知道你有關體免疫缺損病毒 / 愛滋病的計劃。如果貴扶輪社是與另一個組織機構一起防止愛滋病病毒的蔓延，請在 ers@rotaryintl.org 與外部關係部門 External Relations Section 分享你們的故事的。Rotary International wants to hear about your projects related to HIV/AIDS prevention. If your Rotary club is working in conjunction with another organization to help prevent the spread of the AIDS virus, please share your story with the External Relations Section at ers@rotaryintl.org.

2003 年國際年會剪輯

2003 International Convention Clips

貴社收到任何由出席國際年會而來的新聞報導了嗎？請為我們 2003 年國際年會的編輯本寄剪輯給我們？請將剪輯寄給 Elizabeth Walsh, Evanston, 1560 Sherman Avenue, Evanston, IL 60201。如果你有任何問題請寄電子郵件至 pr@rotaryintl.org 給我們。Did your club get any coverage from attending the International Convention? Please send us clips for our 2003 International Convention compilation book. You can send clips to Elizabeth Walsh, 1560 Sherman Avenue, Evanston, IL 60201. If you have any questions e-mail us at pr@rotaryintl.org.

在下面的是國際年會“家鄉”的新聞“堪薩斯市星晨報”6月28日發行的文章概要：Below is the synopsis of an article from the “Kansas City Star” published 28 June that originated from a convention “hometown” news release:

Olathean準備開始以扶輪總監身份來領導：他從澳洲滿載了地區新思維

Olathean ready to begin reign as Rotary governor: He returns from Australia with new ideas for district

由美國密蘇里州堪薩斯市“堪薩斯市星晨報”專欄特派員SHERRI ARMEL執筆
By: SHERRI ARMEL, Special to The Star, Kansas City Star, Kansas City, Mo, USA

Wes McCoy認為澳洲布里斯班是個訪問起來很大地方，但是你可能想要跳過澳洲漢堡牛肉餅。McCoy不久前由他的妻子南施伴隨，從事一個九天日的旅行返回到布里斯班，在那裡與從世界各地而來的扶輪社員們相遇、交流與交換他們彼此的思想。國際扶輪是一個與宗教宗派無關、非政治性，提供著人道主義的服務的組織。Wes McCoy thinks that Brisbane, Australia, is a great place to visit, but you might want to skip the Aussie burgers. McCoy, accompanied by his wife, Nancy, returned recently from a nine-day trip to Brisbane, where he met, mingled and exchanged ideas with fellow Rotarians from around the world. Rotary International is a nondenominational, nonpolitical organization that provides humanitarian services.

為了看該文獻它的全部必須透過堪薩斯市星晨報資料庫購買。To view the article in its entirety it must be purchased through the Kansas City Star archives.

請按以下網址可達檔案保管部。Click below to get to the archive section.

<http://www.kansascity.com/mld/kansascity/archives/>

現在可使用的無線電公益廣告

Radio PSAs Now Available

無線電公益廣告Radio Public Service Announcements 也是時下很大新的公關工具！嘗試跟隨以下的步驟來取得區域公益廣告廣播節目：Polio Radio PSAs are a great new PR tool! Follow the steps below to try to have the PSA

broadcast in your area:

- * 與當地無線電台聯繫；取得有關公關服務/社區主任的姓名。也許你能在無線電台的網站上找這個資訊。*Contact local radio stations; get the name of the public service/community affairs director. You may be able to find this information on the radio station's website.
- * 寫一篇要求他們播發公益廣告簡短的函件。包含一些有關扶輪的一般事蹟。這些能夠在扶輪網路網址找到。*Write up a short letter requesting that they air the PSA. Include some general facts about Rotary. These can be found on the RI web site.
- * 隨後的一通電話。適時對該電台打電話。*Follow up with a phone call. Call at times most appropriate for the station.

在音頻光碟上的公益廣告包括了一個60 秒小節目用來強調扶輪如同“終結小兒麻痺症的工具”並指引聽眾上扶輪全球資訊網。該相同的光碟上包括了英語、法語、西班牙語、葡萄牙語、日語和韓語的版本。The PSAs are on an audio CD and include a 60-second spot that highlights Rotary as the “Means to Polio’s End” and directs listeners to www.rotary.info. The CD includes English, French, Spanish, Portuguese, Japanese and Korean versions on the same disk.

在按以下網址訂購一片：Click below to order one:

http://shop.rotary.org/catalog/product_info.php?products_id=325

現在可使用的印刷公益廣告

Print PSAs Now Available

扶輪：聯繫生命。影響生命：在光碟-唯讀記憶體上的印刷公益廣告。Rotary: Connecting Lives. Affecting Lives: Print Public Service Announcements on CD-Rom.

該新光碟-唯讀記憶體包括三個分開的印刷品—根除小兒麻痺症等相關疾病的“快門”與澳洲和加拿大附有“這是為什麼我成為一位扶輪社員”等文字的扶輪計劃。它們展現了扶輪的人道工作並適用於任何國家。該圖像可用於雜誌、小冊子、通訊、便條紙、襯衫和廣告板。沒有拷貝的個體圖片也可用於定製之用。訂購該新光碟-唯讀記憶體按以下網址可進入： This new CD-Rom includes three separate print PSAs that feature “snapshots” of PolioPlus and Rotary projects

in Australia and Canada with the words “This is why I’m a Rotary Club Member.” They show the humanitarian work of Rotary and can be used in any country. Images can be used for magazines, brochures, newsletters, notecards, t-shirts and billboards. Individual pictures without copy are also available for customization. To order this new CD-Rom click below:

[http://shop.rotary.org/catalog/product_info.php?cPath=32_34&products_id=32](http://shop.rotary.org/catalog/product_info.php?cPath=32_34&products_id=326)

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