

To _____
Chairman

THE PUBLIC INFORMATION COMMITTEE

(Subcommittee of the Club Service Committee)

Each club should see that Rotary is properly understood by its community. Rotary does not want publicity for publicity's sake alone, but it *is* desirable to cultivate public understanding of, and sympathy with, the ideals, purposes, and projects of the Rotary club.

Composition of Committee

A chairman, who is a member of the club service committee.

Such other members as local conditions require.

Functions

Devises and carries into effect plans to bring about a better understanding of Rotary by the public in general.

Establishes friendly contact with the local newspapers and radio stations and sees that news about the club meetings and club activities is supplied to them.

Seeks opportunities for Rotarians to explain the principles of Rotary before public groups, on the radio, or by inviting selected persons to the club when some outstanding program is to be presented.

Cooperates with other committees of the club in planning appropriate publicity on club projects in which the support of the public is invited or in which there is manifest public interest.

Pointers for Publicity

1. *Last week's doings are not news this week.*

While a newspaper may use yesterday's news today, or last week's news this week, you will make a better friend of the editor if you will get news to him while it is "hot." "Never procrastinate" should be the motto of the committee members responsible for contacting the newspapers.

2. *"A nose for news."*

The Rotarian who can recognize news in what to others appears to be trivial or routine, will make the best public information committee member.

3. *"Brevity is the soul of wit."*

It is also vital in getting publicity. The shorter the news item, the better the chances of its being published, or put on the radio. Go through the first draft of what you have written and see how many words you can cut out before releasing it. News writers learn to say what they have to say, and then stop. They are careful not to conceal their ideas behind a hedge of words.

4. *Prepare copy carefully.*

If the editor must have your copy retyped, you may miss a deadline and fail to have your material used. It is a safe rule always to prepare items on the typewriter, double spaced, on one side of the paper. Wide margins leave room for editor's markings.

5. *Names make news.*

Everyone likes to see his name in print. Editors know this and like to receive names with news items. However, this must not be overdone. The name of a special speaker or honored guest is news; the names of everyone present at a regular meeting are not news.

6. *The five W's.*

Every news story should tell *who*, *what*, *when*, *where* and *why*, whatever else it may contain.

7. *Sugar coat Rotary.*

The skillful public information committee member will see that at least a few words about the ideals and