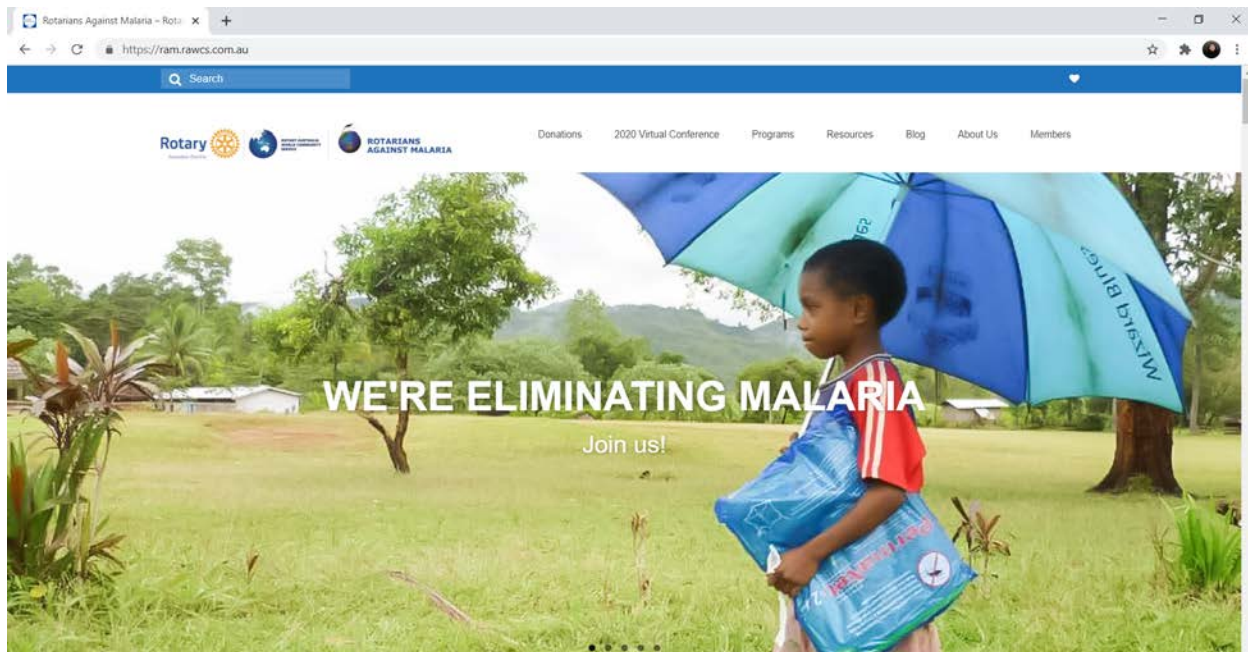


RAM PR AND MEDIA ORIENTATION PACK

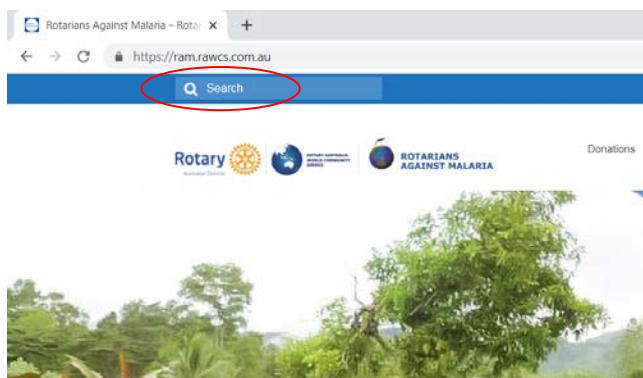
1. WEBSITE ORIENTATION

Welcome to www.ram.rawcs.com.au.



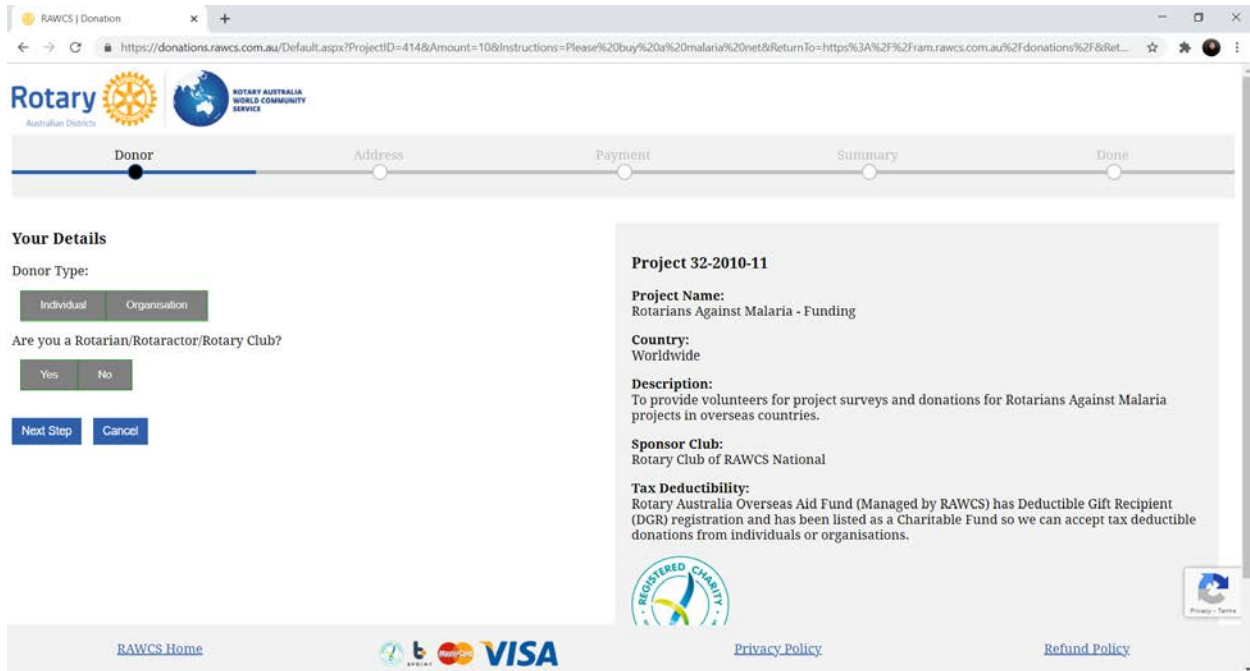
*Please note the website is regularly updated and may look a little different when you view it.

The most important tool for you is the search bar. If you can't find it anywhere else, you'll be able to access it through search.

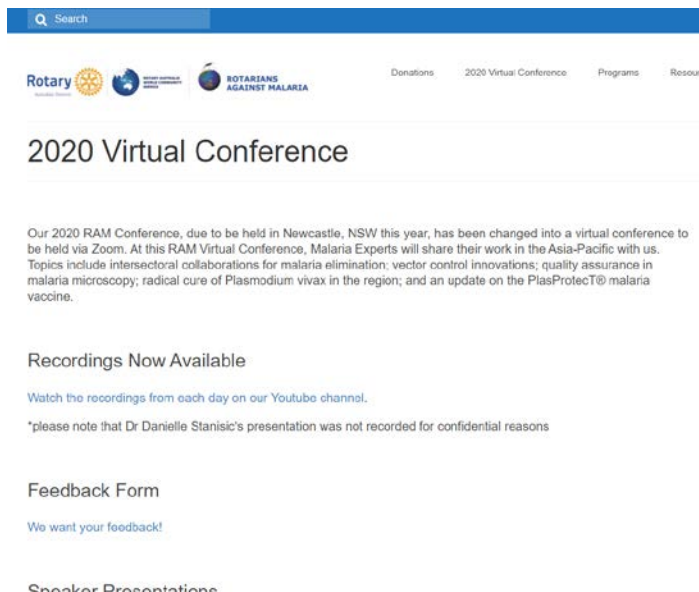


You can scroll down to see an introduction to RAM, and on the right sidebar, there are previews of our social media feeds and links to follow them. Next, let's go through the menu.

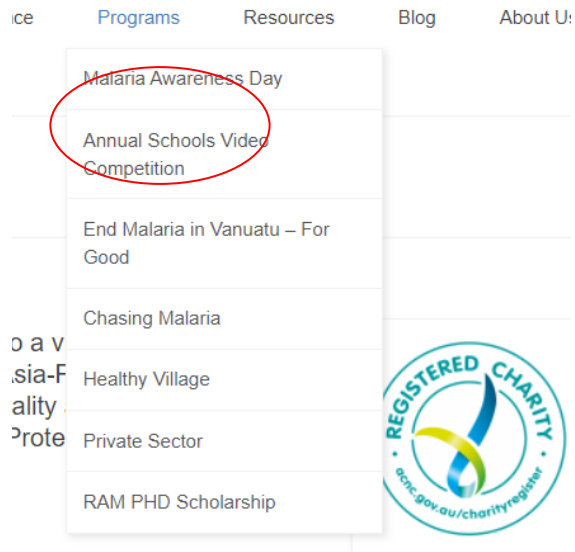
DONATIONS: we generally track click throughs to our donations page through bit.ly/RAMDonations, but this is a separate link so we can see website to donations page traffic. The link takes you to the RAWCS donations page.



2020 Virtual Conference: all links to recordings, documents, powerpoints, and the conference form itself is located here.



Programs: under programs, we have up the top a couple of really important pages. These are Malaria Awareness Day and the Annual Schools Video Competition.



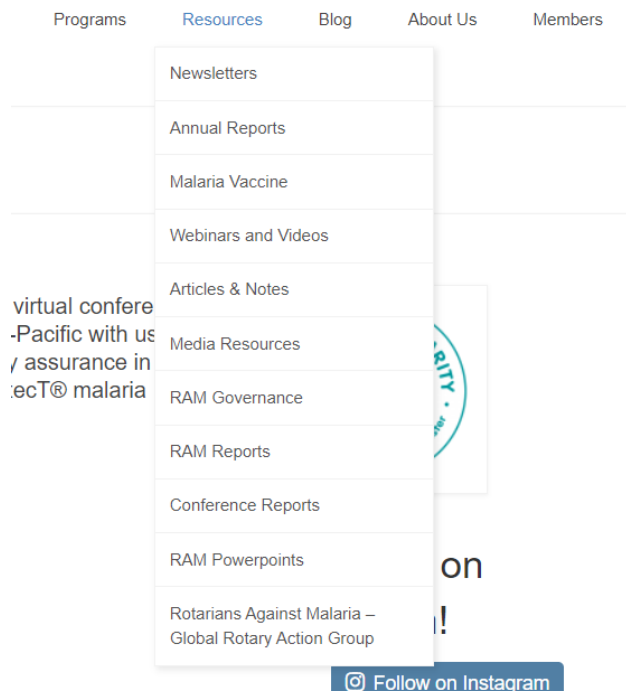
MAD is important because this page contains all the information about each year's theme and our focus for the year. It also has images and graphics with captions that you can download and use on your own social media.

The Annual Schools Video Competition contains both past videos and current documents, as organised by Virginia Turner who is the coordinator.

The remaining pages are some of our projects.

Resources: the website is wonderfully resourced! You can find a complete newsletter archive here, past annual reports, details about malaria vaccines, webinars and videos, articles and notes, media resources, governance resources, other reports, conference reports, and powerpoints. You can use any of these incredible resources and adapt them for your use in advocating for RAM. There is also information about the RAM Global Rotary Action Group.

The resources are generally in pdf or word document form. If they are supposed to be powerpoints, you can download them as pdfs and convert them into powerpoints, or contact ramp@rawcs.com.au to arrange for you to receive documents in your requested format.



Blog: the blog is newly launched in 2020 and we are looking for stories! Jen Parer is also assisting us with writing articles.

About us: contains a link to subscribe to our email list, as well as contact details for everyone involved with RAM – Executive Committee, Regional Supervisors, and District supervisors.

The members area is password-protected and not currently in use.

2. STORYTELLING ON SOCIAL MEDIA

Why do we need to market ourselves, especially on social media and any media?

- It helps to legitimise the work you are doing, which strengthens its impact
- It raises awareness of the RAM brand
- It can help connect you to others in the community who might support your causes eg. business sponsors for events
- It can help as supporting documents for funding applications/grants
- And most importantly, it tells our story to people!

Social media isn't about the number of followers, likes, or engagement. It's about engaging with people, telling stories, and creating a community who's invested in your brand's story.

Stories are narratives that follow an arc. Storytelling is not just a marketing tactic. Storytelling isn't pushy promotions and slick sales messages. Rather, storytelling is powerful because it has to do with human emotion, action, value, and memory.

On Facebook, medium-length captions that ask your audience to "...see more" can be an effective way of keeping them engaged. But on Instagram, your images have to tell the story. Using the #RAMAustralia, #EndMalaria or #ZeroMalariaStartsWithMe hashtags is something that RAM PR keeps track of, as this helps us see where the current conversation is happening online. And of course, on every social media tool, video is the pinnacle of social media marketing because it consistently retains the most engagement.

So how can you tell effective stories on social media?

- Know your audience – create profiles of who you want to reach, and who wants to follow you
- Develop a long story – think about your long-term strategy, and how story plays into that
- Write as a writer – write creative, unique, compelling, questioning stories, not snappy marketing captions
- Make your story meaningful – give your audience something to think about that makes them want to look away from their screen and think, "huh, I never thought of that..."
- Use social tools – everything on a social media tool is at your disposal, so make use of them, including Stories (on virtually every platform) and emojis 😊
- Leverage archetypes of marketing – synecdoche, or using one individual's story to tell a whole brand's story; origins, or telling your story from the beginning, and spoilers, or giving a behind-the-scenes, authentic look at your brand

Social media is an incredible tool, it's free, and everyone's on it. Stand out through storytelling.

3. MARKETING IN TRADITIONAL MEDIA

(The following is adapted from Holly Corbett, 2020-21 Rotaract Australia Deputy Chair)

There are 7 news values in traditional media (though they may be applicable to social media as well):

- Impact
- Timeliness
- Prominence
- Proximity
- Conflict
- Currency
- Bizarre

Most importantly, when approaching traditional media, think about the following suggestions:

- Be prepared - background information, supplied photos, anticipate questions
- Always have someone who is not only available, but willing!
- TV vs Print vs Radio - think about what each medium needs and the different audiences
- Know your local media
- Don't waste time targeting massive outlets if they don't care about you
- Write a press release that journalists want to read

Other ways to promote RAM:

- Hold a special event
- Advertise on public access TV
- Create a public service announcement
- Write op-eds and letters to the editor
- Distribute club brochures and fact sheets (schools, pubs, council)
- Post on your club website and social media outlets, including blogs, Facebook, Twitter, YouTube, Snapchat or Instagram
- Host information sessions/interest nights – usually following the orientation stall
- Meeting with interested individuals one-on-one for a chat/coffee
- Contacting Rotary alumni including youth exchange recipients/RYLA grads
- Referrals from Rotary clubs

4. WRITING COMPELLING STORIES (ARTICLES OR SPEECHES)

RAM often requires us to write or speak about our cause. Here's some tips and an example to help you out. Most importantly, think about the story we tell: we want to emphasise everyone's power and responsibility – no matter where they live – to ensure no one dies from a mosquito bite. We want to raise awareness of the fact that malaria is preventable, and that early diagnosis and treatment are critical to saving lives and reducing human suffering.

Remember our brand story/identity – we're eliminating malaria by working with partner countries in raising funds and awareness, and together, we're changing lives.

And recall to our vision – zero indigenous malaria across the globe, and our mission – eliminate malaria disease in our partner countries. RAM's goal is to eliminate malaria in our partner countries and reduce threats of malaria in Australia through support for malaria elimination activities in our partner countries, and malaria research in Australia.

So how do we write compelling stories?

1. Connection – emotion over rationality helps drive relationships.

Use your words to crack a smile, shed a tear or throw their book/computer/kindle out the window. This reduces distance between you and your reader, and helps engage them.

2. Challenge – propose a question to get your audience thinking.

Get to know your audience. What are their goals, dreams and desires? How can you help your readers move towards them? What about their fears and problems? Your writing should appeal to many but talk directly to only one person. You need to build trust.

3. Conflict – this is what propels a story.

Establish some opposing forces, like the problems and barriers you face, what's stopping you from overcoming the challenge, the competing priorities you have. This helps to create a sense of urgency that you need something from your reader.

4. Conquer – put your readers in the shoes of another person.

This is important in humanising the work that you do. The reader should by this point be emotionally invested in your story, so this is your chance to give the reader a reason to take action and show that they can **be** a part of the story too.

5. Conclude – deliver a resolution

End on a positive note. Guide your reader to the next step – donate, come to an event, post a photo on social media, sign up to an email list. And offer more resources, assistance or inspiration.

The following is a sample blog post, from the RAM website, demonstrating the above five key elements of storytelling. (<https://ram.rawcs.com.au/milton-lewis-and-the-rawcs-humanitarian-award/>)

Milton Lewis and the RAWCS Humanitarian Award

RAM is very pleased to celebrate the presentation of the **RAWCS Humanitarian Award** to Milton Lewis, for many years of wonderful service to the people of PNG in general health and the control of malaria in particular, and for his contribution to RAM.



Milton Lewis holding his well-deserved award certificates, with Cherilyn Fleming and Jerry Casburn PDG, Chair RAWCS Central Region

Milton himself recalls his career in PNG from the 1950s-70s:

I spent 2 years in my late teens and early 20s in Papua New Guinea. This included a specific period of training about malaria for 6 weeks in a group of Cadet Field Medical Assistants in Minj in the Western Highlands.

After 2 years of walking from village to village, checking on the incidence indicators of the severity of malaria, vaccinating the infants, giving all people in the village an injection of penicillin to rid them of a disease called yaws. I saved all my spare cash, with the intention to enrol in medicine at Adelaide University. There was some support from the PNG Public Health Department on the basis that I would return to work in the Health Department there.

I was appointed as the District Health Officer for Bougainville which had a population of about 80,000 and lived there with my wife and 2 daughters. I then further developed my training with some assistance from the PNG Public Health Department, to get a Dip Public Health at the University of Otago.

After graduating from that course, we returned to PNG, and I was appointed to Mt Hagen as the District Health Officer for the Western Highlands with a population of 250,000 people, responsible for oversight of the programmes of "Maternal and Child Health", TB Control, and Leprosy Control all carried out by provided staff. I also had to liaise with staff at 3 or 4 small mission hospitals, and provide oversight of the staff at the base hospital and of 1 small sub-district hospital.

After a year or 2 at Mt Hagen I was transferred to Lae, the main township in the Morobe District, with a slightly larger population as the District Health Officer. This was somewhat easier for me because I was familiar with the district from my earlier experience there. I joined the Rotary Club of Lae, and served as Secretary for 1 year. On our permanent return to Australia at the time of independence for PNG (1975), I transferred my Rotary membership to RC Campbelltown (SA), where I have served as Secretary, President, Newsletter Editor, and have been awarded a Paul Harris Fellowship plus a sapphire.

So many years of service! PDG Jerry Casburn RAWCS Central Region Coordinator spoke of Milton's contribution:

*Over a number of years Rotary has had the benefit of the experience and expertise of Milton Lewis, Campbelltown Rotary Club, to lead and motivate the 9500 and 9520 districts for RAM. Milton has put in long hours and travelled both Districts, with the support of wife Jeanette, to promote RAM and raise funds for the national activity. He has actively participated in many District Conferences providing information and support for all facets of RAWCS, including being the **principal author and technical writer for several generations of the RAM tri-fold leaflet** as well as an active contributor on technical aspects of RAM's project planning.*

Milton was already resident in South Australia and a member of RC Campbelltown when RAM was first initiated in 1992, launched in 1995 and became a multi-district national activity of RAWCS in 1998. In 2016 Milton took over from Roshni Thattingat as RAM Regional Coordinator for Central Region.

Jen Parer

RC Holbrook

RAM supervisor D9790

With thanks to Jerry Casburn, Cheryllyn Fleming, Dave Pearson.