

## **Case Study for Public Images**

### **Case Study 1**

**You've just started your term as the club public image committee chair. Shortly after taking office, you contact the local news and invite them to the site where your club is building a school. The TV reporter interviews a member who gets some of the facts wrong.**

What would you do to correct the misinformation given to the reporter?

What would you do to prevent misinformation about your club and its activities in the media in the future?

### **Case Study 2**

**Your club sponsors an Interact club. The Interactors are enthusiastic about several projects, particularly an international service project to support a new library. They have contacted you to ask for your help in promoting their work. In addition to monetary donations, the Interactors would like community members to donate books.**

How can you promote their efforts? Who will you work with?

What guidance would you provide them to help them raise awareness of the project in their school and the community and make their project succeed?