



# Rotary International Public Relations **‘SUCCESS STORIES’**

**June 2009**

Compiled for the Rotary International Public Image Resource Group  
by PDG William F. Tubbs (District 6000)

Rotary International Public Image Resource Group, 2008-09:  
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(See additional Success Stories in December 2008 report)

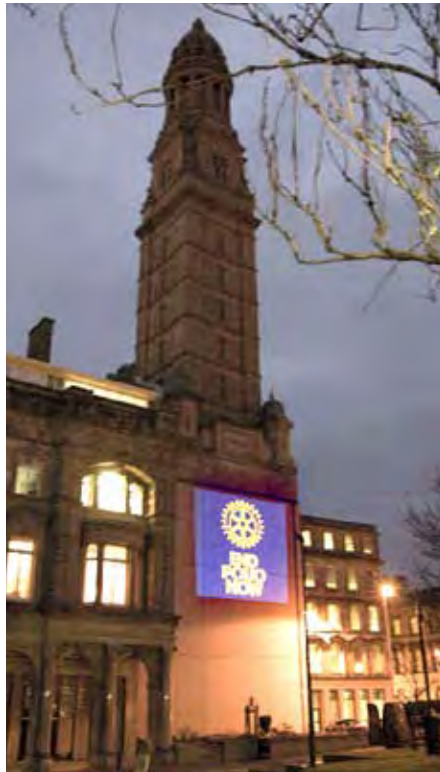
# Rotary lights up the world . . . !

. . . from the British Parliament to the Roman Coliseum, to the Sydney Operahouse, and Cape Town's Table Mountain, and the High Falls in Rochester, N.Y.

What do these landmarks have in common?

Each of these iconic landmarks provided a dramatic backdrop for an equally dramatic message: End Polio Now. Those three words – Rotary's pledge to rid the world of this crippling childhood disease – were projected onto each landmark during the week surrounding Feb. 23.

"By illuminating these historic landmarks with our pledge to end polio, Rotary clubs told the world again that we will not stop until the goal is achieved," says Jonathan Majiyagbe, chair of The Rotary Foundation.



## PR activities in Scotland

In Scotland, the Ayr club had a full page feature on their club, on the lighting up of Culzean Castle and polio eradication in the Ayrshire Post. There is an online interview and a full feature on the newspaper's website .

The Greenock club had two articles and a photo in the Greenock Telegraph.

At the district level, a national newspaper, the *Sunday Post*, did an excellent feature on the lighting up and the polio exhibition.

(submitted by Bob Tomlinson)



## 'Beam me up Scottie'

Scottish Rotarians in Districts 1230 and 1010 lit up castles and other iconic buildings for the celebration of 23 February.

The Rotary International challenge to "light up" well-known buildings in districts throughout the Rotary world was taken up by the two districts. The "Beam up" the theme project, now in its second year was a great success world-wide and Scottish Rotarians were delighted to do their bit.

Communication's Chair for District 1230, Roberta Gaitan, said;

"Shining the message 'End Polio Now' onto important buildings in Scotland delivered the message to the public and the media. "We had applied for a PR Grant from Rotary International and that helped a great deal. Being Rotarians we also had a great deal of fun on the day – and night !"

The project resulted in extensive media coverage at both national and local level.

Two world famous castles were lit up as well as two Local Government buildings.

The Castles were Culzean Castle on the south-west coast of Scotland and Eilean Donan Castle on the northwest coast. Culzean Castle has an 'Eisenhower Suite'. The suite was donated to the United States President by the Scots after WW2. Eilean Donan Castle is just



eight miles from the Isle of Skye. The Castle saw troubled times during the Jacobean days but kind permission was given to Rotary to face up to the present day challenge of eradicating polio.

The two local government buildings for which permission was given to beam up the 'End Polio Now' logo were the City Chambers in the heart of the city of Glasgow and Greenock Town Hall. It was fitting that the Rotary message was sent out from Glasgow and Greenock to all parts of the world as it was in the shipyards between the two that the great ocean-going liners of days gone by were built and sailed to every corner of the globe. The message wasn't lost on local and national media as again there was extensive coverage.

(submitted by Bob Tomlinson)



## Houses of Parliament

Once again the Houses of Parliament had the Rotary Logo and theme “End Polio Now” beamed on to them from across the River Thames.

The “beaming” for the second year running, was allowed by the Parliamentary authorities, to celebrate Feb. 23.

This year, the message was beamed throughout the United Kingdom, and in Australia, South Africa, Italy, and the United States.

Lighting up iconic buildings with the international message and call to arms is now an annual feature of Rotary Publicity and is planned to be even more wide-spread in 2010....it might even be coming to a District near you....if you make it!

If buildings or landmarks cannot be lit up why not ask your local sports hall or stadium to put the message up on their Jumbotron screens for a few hours.....a celebrity, sporting or otherwise, from your country or district could switch it on for you.

The London beaming made the BBC World News and was covered by print media too.

(submitted by Bob Tomlinson)



## Roman Coliseum

Roman Rotarians lit up were in the news...print, electronic and broadcast, for their remarkable achievement in lighting up the Coliseum with the Rotary logo and the challenge “End Polio Now.”

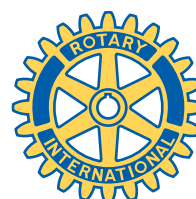
Public Image Resource Group Co-ordinator for Italy - Past District Governor, Gianni Jandolo said:

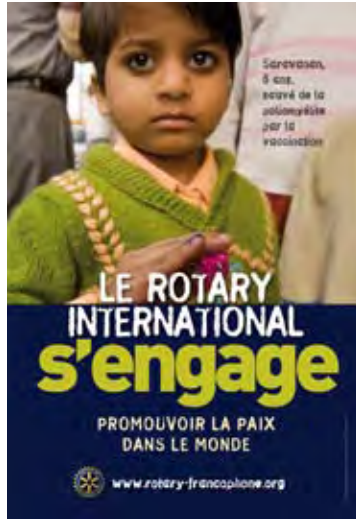
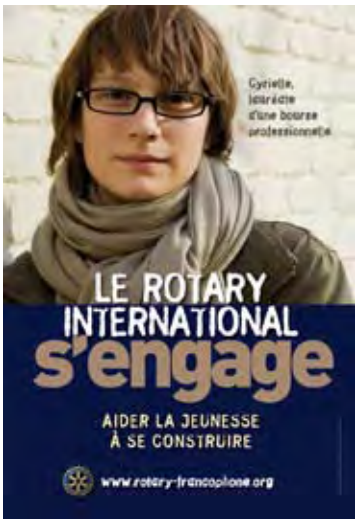
“It was a fantastic effort by everyone involved. The districts worked so hard together to produce something all Italian Rotarians were proud of.”

Italian soccer legend Dino Zoff was one of the 400 guests at the lighting up ceremony. The magnificent amphitheater was lit up from dawn to dusk – and the Rotary wheel’s rotated throughout the night.

Wonder what the Gladiators would have made of it all?!

(submitted by Bob Tomlinson)





## Zone 11 multi-district campaign spreads Rotary across France

18 Districts (1520, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780 and 1790)

France launched a most impressive public relations campaign to bring attention to Rotary projects with participation from all clubs in Zone 11 (18 Districts with over 1,000 clubs). Clubs throughout Zone 11 held various events March 15 to March 22 and coordinated media ads on billboards, radio, and news magazines.

*The campaign included:*

- Open membership days (happy hours, brunch, welcome coffee)

- Rotary exhibitions in malls, on marketplaces, or in public areas
- Press briefings

- Local advertising campaigns on city billboards: 3200 urban billboards were rented using 700 posters with project themes in 11 regional main towns. 2500 city billboards were made available to Rotary clubs by town councils.

- Media ads on France's major radio stations (Europe1 and Franceinfo): four to five messages per day at peak listening hours on Rotary's main commitments

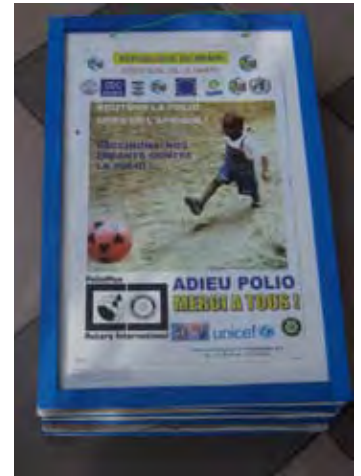
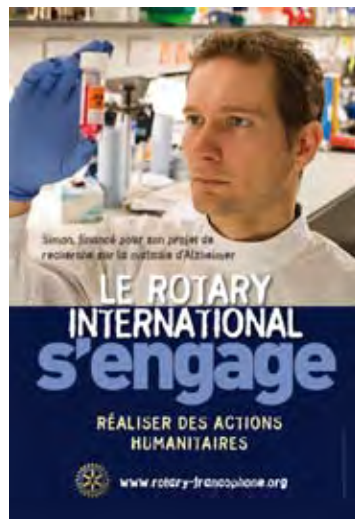
- Media ads in France's major news magazines: Le Figaro Magazine, editorial article on peace programs; L'Express, editorial article on youth programs; Le Point, editorial article on health and humanitarian programs

- Pitching End Polio Now press kits to 200 national journalists

- Pitching local work action projects to several hundred regional journalists

- Rotary representatives presented the Foreign Office Councillor of President Sarkozy with "The White Book Against Polio" raising the French government's awareness of the financial commitment of G8 – June 2008 - and to support polio partnerships such as ones in Great Britain and Germany.

- Postcard Rotary – every Rotary member mailed official Rotary postcards to their own contacts. Over one million postcards were mailed.



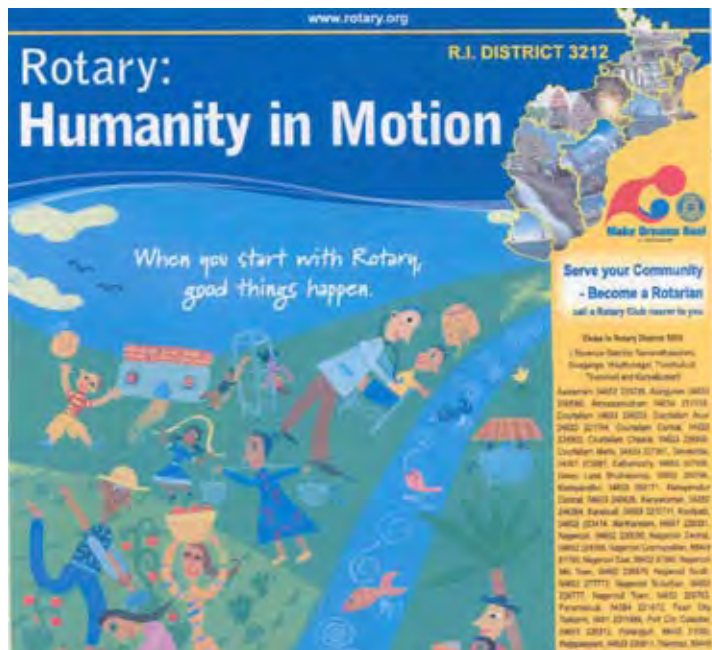
## Rotary awareness boosted with West Africa polio announcements

Rotary Clubs in West Africa enhanced Rotary awareness during National Immunization Days. Not only did they bring awareness to families that polio immunizations were being administered, but also brought awareness that Rotary clubs were spearheading these efforts. Clubs from West Africa brought attention to immunizations by pitching stories to local newspapers, placing posters in towns and villages, and by renting billboards.

Over 18, 000 colorful yellow, purple, or green jackets were distributed to motorcycle taxi drivers (zemindjans) to wear with the End Polio Now messages.

In addition, in Benin, one million MTN mobile subscribers and 600,000 subscribers of Libercom, the national mobile phone company, received a text message inviting all parents to have their children immunized during the recent synchronized emergency immunization drives in February and May.





## 1.3 million copies of 8-page color supplement in *The Hindu*

In January 2009, Rotary District 3212 published a dazzling eight-page tabloid color supplement in *The Hindu*, the leading English language, daily newspaper in South India, to generate interest among the general public for its District conference the following month.

This particular publication was chosen because of its impressive circulation of 1.3 million copies -- the largest circulation newspaper in the world -- and its strong credibility factor among students, business community, industrialists, government officials, and other professionals.

The supplement featured public service announcement content from Rotary's *Humanity in Motion* DVD and CD-ROM set. Potential new members could look at a map of District 3212 and find contact numbers for a club to contact in their local area. The supplement included key Rotary messages from [rotary.org](http://rotary.org), including the internationality of Rotary, its Foundation, its objectives, its intention -- the four-way test, its organizational structure, the services it provides globally to eradicate polio, clean water, literacy, the Youth Exchange Study Program, the Group Study Exchange, the Rotary Youth Leadership Awards, etc.



## Bus shelter ads feature local Rotarians in New Zealand

District 9910 has been very successful with its placement of Rotary billboards in New Zealand. They localized *Humanity in Motion* images by adding "Rotary District 9910," a local phone number, and District 9910 website information.

Bus Shelter ads have also been with implemented with great results and with major cost savings to increase Rotary Awareness Month during the month of January with a build up to a special week in February timed to celebrate Rotary's February 23 birthday. The ad features a man described as "Business Owner; Father; Hunger Fighter; Rotarian -- Want to Play a Part?" They worked with AdShel, a company that provides advertising in all bus shelters in New Zealand's most populous region of Auckland. Thanks to the generosity of AdShel, D9910 was the beneficiary of nearly \$38,000 of free advertising.

The District was also was successful in its efforts to secure more than \$6,000 in free advertising in *Time New Zealand Magazine*. The same ad that was used in the bus shelter ads ran (in the inside back page in full color) in the January 12 issue of *Time New Zealand*.

In addition, Rotary District 9910 worked on developing a Rotary TV pilot program on its community/access TV channel featuring local content from clubs and district committees; RI material, especially *Humanity in Motion* stories; Pacific Island generated material; and up to three spots localized from RI's *Humanity in Motion* material for the multi-district task force. These spots will be available on [www.rotary.org.nz](http://www.rotary.org.nz).

## Seattle, Washington USA bus signs seen by 1.3 million

Rotary District 5030 implemented an 8-week publicity campaign (from Feb. 2 through March 28, 2009) in the greater Seattle metropolitan area utilizing a combination of exterior ads on bus tails and interior bus ads. They localized *Humanity and Motion* images with "Rotary District 5030," a local contact telephone number, and 5030 website information.

The target audience included business leaders and professionals commuting in the greater Seattle area and the general public. Interior bus ads were seen by 30-40,000 bus riders and the exterior signs were seen by 1.3 million people during the 8-week period of the campaign.



The impressive signage and trailer on show at the District 9790 Conference in Geelong, Victoria. From left, those pictured include the trailer driver, Murray Goulburn Infra Structure manager Phil Saunders, District Public Relations chairman PDG Terry Grant, RI President's Representative Rafael Hechanova, PDG Rob Lloyd and then District 9790 Governor Peter Gilbert.

## Truck signage takes Rotary's water message across Victoria

District 9790 is unique in that it covers both metropolitan and rural areas of Victoria – through an area known as “The Food Bowl” of Australia. Dairy is one of the major industries in the region and the Murray Goulburn company is one of the country's largest dairy manufacturers, distributors and major international exporter of cheese and other dairy products.

Thus, it was appropriate when then District Governor Rob Lloyd applied for a Rotary International Public Relations Grant in 2007/08 to place Rotary Humanity in Motion signage on the sides of a large milk tanker travelling through the district daily.

With the district in the grip of drought for the past seven years, the theme of the signage is water and the impact of the “mobile message” has created comment in many towns and rural areas.

Then District Governor Peter Gilbert praised PDG Rob Lloyd and his team for their determination in achieving this special public relations project and was proud to showcase the Murray Goulburn semi trailer and signage at his Conference in Geelong early this year.

(submitted by Mark Wallace, Rotary Down Under)

## PR Grant nets 800 localized spots on Comcast Cable TV in New York

District 7930 in New York USA was awarded a \$10,000 PR grant in 08-09. Our overall budget was just over \$15,000. District 7930 PR chairman Alan Michel utilized the Humanity in Motion PSAs that RI produced, and customized them by adding photos of many different local recognizable Rotarian's throughout the District. A vigorous program schedule was implemented to air the PSAs on popular TV shows viewed on Comcast Cable Television Stations throughout the district, with the idea that integrating photos of recognizable local Rotarians in Rotary club areas specific to Comcast Spotlight's advertising areas would enhance viewer recognition. A special link to our district web site was advertised in the PSA's, and we experienced many new hits that we can credit to the Cable ad campaign. We aired

## Ohio reaches young professionals thru business publications

District 6630 continued to focus on public relations under the leadership of PR Chair Rebekah Wright, during the 2008-2009 year by reaching out to business professionals throughout Northeast Ohio in partnership with Crain's Cleveland Business.

Our three tier approach included:

1. Sponsorship of Cleveland's “20 in their 20's Banquet,” an event focused on visibility among young professionals...the future of Rotary and leaders in our Cleveland community. There were approximately 150 attendees and we supported the event in advance with five print house ads, six e-mail blasts, one month of promotion on CrainsCleveland.com and through our email newsletters, and one month of promotion on Cleveland.com.

2. Online advertising through Crain's e-newsletter which was sent to 78,612 subscribers over 60 days. Based on click-through data, we achieved a 2 percent reach or better throughout the program.

3. Print advertising in Crain's Cleveland Business, the foremost-business publication in the area, which is read by 64,000 local professionals each week; therefore, 384,000 total eyes viewed the print ad in the publication during the campaign.

(submitted by Ruby Iwamasa)

## Multi-faceted campaign achieves goals in southeastern Ohio

Based on a survey of incoming club presidents, District 6690 built a multifaceted campaign to increase visibility and overall understanding of Rotary in our district, which covers 21 counties in central and southeastern Ohio, USA. Our campaign was specifically designed to leverage the Humanity in Motion materials.

We potentially reached 1.5 million people through :30 television PSAs on a 576-square-foot jumbo-tron, :15 movie theater spots, a seven-month billboard campaign, free radio spots, and an online media campaign targeting younger prospective members that featured web banner ads, a video podcast featurette of This is Rotary and e-newsletter sponsorship.

The impact of the campaign has increased member pride, knowledge of Rotary in the community, and has made it easier for our clubs to attract members.

In addition, our members have a greater interest in promoting Rotary and becoming ambassadors of the organization's mission.

We feel that this may ultimately have the greatest impact of all on sustaining members and increasing interest in Rotary.

(submitted by Townes Osborne)

over 800 ad spots in January through May 1, 2008. Feedback was positive regarding the comments we received from those Rotarians and non-Rotarians alike who have commented and/or contacted clubs in the district and via the district Web site. I believe that the goal of making the Rotary clubs of Rotary International in District 7930 more recognizable was achieved, and continuing PR efforts will be implemented in 2009-2010. DGE Ingrid Brown and District PR Chair Alan Michel are already filling out the paperwork to receive a PR grant in 2009-2010. Visit <http://www.rotary7930.org/MakeDreamsReal.cfm> to view our PSA campaign for 2008-2009.

Tom Elliott, Governor 2008-2009, District 7930  
(submitted by Don Alhart) [www.rotary7930.org](http://www.rotary7930.org)

## Postcards highlight wide range of activities in D9350, Africa

Internationally, the landmark lighting of the V&A Waterfront, with the backdrop of Table Mountain, helped to carry the message of Rotary International to End Polio Now in Africa. Postcards commemorating the event have added mileage to the campaign and are in circulation throughout Southern Africa.

In other areas, interviews with prominent leaders in government, and on radio, have taken the message of Rotary International to a broad audience and have coincided with print media campaigns in a range of publications. The group has also made use of billboards, electronic media and social networking to take forward the message of Rotary International.

*In greater detail, the D9350 PR committee has:*

- Achieved the landmark lighting of the V&A Waterfront, with the backdrop of Table Mountain, to publicise Rotary's message to End Polio Now;

- Achieved publicity through postcards of the landmark lighting. A print run of 2,000 cards is now in circulation throughout Southern Africa and the world. Postcards have been sent to prominent personalities, leaders in government, influential individuals and potential funders;

- Secured airtime support from a major regional radio station, culminating in two pro amico advertising campaigns publicising Rotary activities;

- Secured two 15-minute interviews with RIPN Ray Klingensmith on SAfm's Health Matters and Time to Travel programmes. The programmes respectively featured PolioPlus and Reach out to Africa, as well as the Youth and Foundation programmes of Rotary International;

- Arranged a 10-minute interview on Rainbow FM with PDG Rodney Mazinter, coinciding with D9350's Conference, in Oudtshoorn, in May;

- Achieved a headline 5-minute video slot on South Africa's major news portal, News24.com;

- Participated in a 7-minute radio interview on SAfm's Health Matters. This coincided with the South African Government Health Dept.'s End Polio Week;

- Assisted, on a matched funding basis, to provide an airport billboard, at George Airport (Eastern Cape);

- Localised HIM material in a feature advertisement in a major daily newspaper coinciding with the Cycle Tour, a major D9350 Rotary event;

- Uses the End Polio Now message in sigs (signatures) for all outgoing email correspondence;

- Has established a D9350 Facebook Group to facilitate the broader reach of the message of Rotary;

- Is providing prominent Rotary signage at the Milnerton Golf Driving Range alongside a major regional motorway, the M5;

- Registered with the Premier of the Western Cape's Community Organisation database;

- Has awarded a Public Relations Trophy to Primedia Broadcasting, a major national and regional radio station group;

- Encourages use of and distributes copies of the Humanity in Motion CDs;

- In recognition of volunteerism, Janey Ball received a Nedbank Local Heroes Award. The award included a contribution to D9350 of \$1,000, which is being applied to assist the D9350 Public Relations message.

## Postcards celebrate lighting of landmarks in Africa

This postcard can be adapted for any part of the world where light shows were featured – and featured as a major promotion in the End Polio Now campaign.

Followup to lighting campaign.

Here are two JPG's of the front and back of the postcard we printed for and circulated at our District 9350 Conference.

Each Rotarian was asked to take two postcards and to –

1. Post one to a person of influence, e.g. medical professional, university professor, potential funder or perhaps a prospective Rotarian, and to

2. Give the second card to a Rotarian who did not attend conference, with the same request.

I have posted one to you at Rotary Africa. Kind regards, Janey

(submitted by Chris Skinner)



Landmarks of the World  
carry the message of  
**Rotary International to End Polio Now**  
February 23, 2009



## Creative strategy to use news media in Japan

RI District 2640 (Southern part of Osaka and Wakayama Prefecture, Japan) planned a project to improve the awareness of Rotary among the people in their communities. Their plan was a campaign to inform people “What is Rotary” and “What Rotarians are doing” through the news media (newspaper and radio). The District used a very creative approach in making use of the newspapers as a communications tool.

Distributing of newspapers in Japan is very different from the U.S. In Japan, most of the newspapers are delivered to the subscribers’ homes every morning and evening, and very few people purchase at the newspaper stands, except sports papers. Getting new subscribers is important for the media companies to expand their business.

The PR Chair of District 2640 negotiated with one of the major newspaper companies that if the latter could have a column to report about Rotary, in exchange he would ask the Rotarians in his District to subscribe that newspaper.

His idea was very successful. The newspaper set up a new column immediately and wrote about the history of Rotary and its services (polio-plus, water, scholarships and so on) every Saturday for fourteen weeks. In return, the newspaper company got a significant number of new subscribers. (submitted by Pauline Leung)

## Great publicity for child mortality projects in District 7600

In support of President D. K. Lee’s theme to prevent child mortality, District 7600 opted to use their 2008-2009 PR Grant funds in a successful campaign that promoted two projects involving 43 of our clubs. Working with the COX and COMCAST Cable Companies (which encompass most of our district) we aired commercials from the Humanity in Motion IV series and added “tags” for the Dictionary Project and Edmarc Hospice for Children. The ads also contained a running banner with our District web-site and 800 phone number information.

It is estimated that over 900,000 impressions were made to our targeted audience of over 500,000 households in the central and eastern Virginia area. Both COMCAST and COX donated free airtime to augment what was purchased by the PR Grant and our District. Additionally, half of the clubs in the district actually donated funds to the campaign that enabled us to purchase additional airtime, bringing the value of our project total to over \$24,000. By running these ads at different times of the day and on different channels, the awareness and understanding of Rotary in our communities was dramatically increased.

“This ad campaign, a first for our District,” commented District Governor Bill Pollard, “was hugely successful in spreading the word about Rotary, the work we do, and how Rotary is involved in addressing the critical issues of our time. It also involved over half of our clubs who made additional financial contributions to the project. Clearly this campaign successfully promoted Rotary International, our District, and the worldwide theme of child mortality!”

(submitted by Joe Ferguson)

## Rotary clubs of Iowa leverage PR grant 5.6 times in partnership with Broadcasters Association

Two Rotary districts in Iowa USA combined for a statewide radio and TV campaign in a partnership with the Iowa Broadcasters Association. The project was coordinated by Rotarian Mark Osmundson.

Sue Toma of the Iowa Broadcasters Association summarizing the placements of “Humanity in Motion” radio and television ads in the February-March 2009 campaign.

The report indicates that Iowa radio and television stations ran 4,274 spots during the 3-week campaign for a total dollar value of \$134,636.35.

The value of the placements was more than 5.6 times Rotary’s investment, thanks to a partnership with IBA’s Non-Commercial Sustaining Announcements (NCSA) program. Through the program, broadcasters multiply the number of ads for qualifying nonprofit organizations.

Rotary’s messages focused on peace, polio, literacy, scholarships, humanitarian service and membership.

To launch the campaign, Rotary Districts 6000 (most of southern Iowa) and 5970 (most of northern Iowa) applied for and received Rotary International Public Relations Grants of \$9,000 per district (total of \$18,000). A one-third cash match was required.

(submitted by PDG Bill Tubbs)

## Central Florida school drive

“Make Dreams Real.” This is the Rotary district 6980 motto for 2008. Rotary and Office Depot are co-sponsored with Give a Kid a Backpack to host a school supply drive from July 19 through Aug. 3, collecting materials for underprivileged children in Lake/Sumter, Orange, Osceola and Seminole County. The two organizations placed donation boxes in all 22 Office Depots stores located throughout the four counties.

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world.

Rotary District 6980 covers five counties: Lake, Orange, Osceola, Seminole, and Sumter, in Central Florida and has over 2,300 members.

“Give a Kid a Backpack” is tax deductible nonprofit that provides underprivileged children around the world with backpacks filled with school supplies. In 2008 Give a Kid a Backpack will deliver over 9000 backpacks to children in Louisiana, Kentucky, Georgia, Tennessee, California, Florida, Morocco, Colombia, Ecuador, Peru, Honduras, Costa Rica and the Philippines.

With help from the community and businesses, several underprivileged children in these four counties will receive a backpack stuffed with accessories such as pens, sharpener, pencils, erasers, folders and rulers. Donations are accepted at any of the 22 Office Depot Stores located in Lake/Sumter, Orange, Seminole and Osceola.

A simple backpack filled with school supplies can make the difference to a child who can begin the year with an equal opportunity to succeed, and Rotary, Give a Kid a Backpack and Office Depot are proud to have contributed in making a kid’s back-to-school day a little easier.

For further information visit <http://www.rotarydistrict6980.com/> or [www.giveakidabackpack.org](http://www.giveakidabackpack.org). (submitted by Ken Peach)

## Articles published newspapers in India about Gift of Life

Mr Howard Chang

Dear Sir,

Kindly find attached write up appeared in India's national and regional newspapers in English and local languages about our PIRG seminar and Gift of Life program of Rotary.

Two exclusive story articles on Grace Agwaru of Africa and Faiza Qamar of Pakistan have been separately published in reasonably wider columns which are also attached.

Rotary got good coverage and image.

We thank Rtn Howard Chang, Rtn Pauline Leung and each one of you for your excellent efforts, cooperation and assistance.

Kind regards,

AC Peter

## Yard signs, newspaper ads, online videos in Oklahoma

I took almost 500 yard signs to the District 5770 District Conference. Attached is a photo of them lined up against the wall behind the registration table. They were a huge hit and everyone loved them. They went out the door with all the clubs that attended and in Shawnee, OK, they are already out in the community.

Also attached is an ad that *The Shawnee News-Star* ran. Four different Shawnee Rotarians have posed for the camera and we add individual information about the Rotarian to fit with the Rotary theme. I got 5,000 business cards with meeting invitation area on the back side. I sent 100 to each club president and gave out handfuls at the Conference. Everyone remembered seeing them before.

The online videos are getting great coverage. I have two of the four newspapers reporting with 2,500 views in Norman, OK, and 553 views in Shawnee. Shawnee is also running online ads and so far impressions have been 99,257 with 61 click-thrus. If you want to see the ad or the video preroll go to [www.news-star.com](http://www.news-star.com).

by Sherry Lankford, Media Solutions Director, Shawnee, OK  
(submitted by Sue Whinnery)



## Billboards, public radio promote Rotary in Connecticut

This is the first year that District 7980 has had a Public Image team. The goal was to expand media options for publicity utilizing direct e-mails, billboards, radio, public televisions and more pr int media in order to increase awareness of Rotary and attract new members.

The first accomplishments included sharing print oriented press releases on a District-wide basis for GSE team recruitment, Student Exchanges and District-wide Make a Difference Day. These have reached more papers than individual club issuances.

The next area of focus was raising awareness of Rotary. Connecticut includes many commuters in car and rail so we researched low cost, broad reach media including radio and billboard.

A member of a local Bridgeport club is employed by the Lamar billboard company and using Humanity in Motion materials, we proposed contributed use on electronic signs along I-95 traveled by 125,000 vehicles each day. The Lamar company rotates four different ads on three different bulletin boards along with other ads which have been observed by many Rotarians without incurring any costs. This public exposure increased our appetite for more image advertising.

Public radio was chosen because it has a large audience of 240,000 culturally, and community oriented listeners who would make excellent Rotarians. As a not-for-profit organization, the local public station provides many services to the community including coverage for local events. As an underwriter, Rotary also received an extended series of announcements using WSHU as the media sponsor for our golf and tennis tournament. There were about 50 spots utilizing the radio script from Humanity in Motion in 10 second spots: Rotary believes that by working together, You can do anything. Rotary. Humanity in Motion. CTRotary.com.

Rotarians were very proud of the ads and remarked how they felt Rotary needed to do more publicity to explain the organization. Rotarians were also proud to be associated with the local Public Radio station, WSHU. The radio sponsorship was funded in part by a grant of \$3,000 matching our local contribution of \$1,000. We will pursue this again next year.

(submitted by Don Alhart)

## Visitors to Scotland library see Rotarians' work in polio 'hotspots'

Putting polio in the frame.

District 1230 in Scotland held a highly successful ten day photo exhibition in Europe's largest reference library, the Mitchell Library.

The exhibition which was open to the public was seen by thousands of visitors to the library.

Officials kindly allowed the exhibition to take place in the entrance foyer to the world-famous library.

The opening was attended by members from local and national media.

The photographs on display showed the work of Rotarians in the some of the world's polio "hotspots."

Delegates from the Indian and Pakistani communities in Scotland attended the opening and one of the results of this was that it featured on the Pakistani website.

The exhibition was supported financially supported by Rotary International.  
(submitted by Bob Tomlinson)



## At-risk children at Corpus Christi benefit from Rotary

According to this club they didn't get any press coverage but the building is a Rotary billboard! The photo (above) is a good shot of the building and players outside.

The Rotary Club of Corpus Christi initiated the construction of an auxiliary kitchen for the Corpus Christi Police Athletic League which operates within the Salvation Army property. The Police Athletic League provides a safe environment for more than 1,600 at risk youth from low income, high crime neighborhoods to participate in sports while encouraging them to succeed academically.

The building was constructed with 100 percent donated material and labor. The Rotary Club of Corpus Christi purchased the kitchen equipment for the facility. With this kitchen, volunteers are able to provide snacks, beverages, and meals to these underprivileged children. A Rotary International emblem is located on the outside of the kitchen visible to all in the neighborhood, and from the street and freeway near by.

– Ellen May, executive director, Rotary Club of Corpus Christi  
(submitted by Sue Whinnery)

## Newspaper, radio messages in Indiana seen by 1 million

In District 6540 we were really excited to be able to apply for a RI Grant.....and GET IT!!!! It is the first time we had ever applied. We spent the amount granted plus our one-third match the week of Paul Harris' birthday (April 19).

We were able to reach 500,000 people in newspapers and 500,000 in radio. Every newspaper and every radio station that we used matched what we could pay and gave us press releases and three of the stations gave us live interviews that week. It really gave us a shot in the arm and we have encouraged each club to use the excitement to get going on reaching new club members.

All in all it was a HUGE win-win. District Governor John Balvich was a great leader in this endeavor!!!! We have 55 clubs in our district and thanks to the grant – every club had the opportunity to be highlighted. We used Humanity In Motion IV display ads and used local Rotarians photos in them and we used Humanity In Motion IV Radio commercials. It was all there for us to just pick up and run with it. RI has certainly given us the tools we need.

Sally Snow, District 6540, PR Chairperson  
(submitted by Ruby Iwamasa)

## Mobile medical service aids citizens, creates Rotary awareness

About 15,000 to 20,000 people living in several remote villages in Mulashi district outside Pune, India had extreme difficulty getting medical assistance, due to poor infrastructure such as roads, uninterrupted power supply. They also lacked quality educational facilities including computers.

Ramkrishna Math is a well known century-old (not for profit) Service Organization providing humanitarian services to the needy in India. The Rotary Clubs of Sinhgad, Pune, and Dover and Salem, Ohio, wanted to join hands through a Matching Grant (US \$ 32,267.00) to provide the following:

1. Mobile Medical Clinic: A team of Doctors and nurses visit the designated areas of the villages thrice a week
2. Portable Xray machine: Since no such facility was available before, it has proved extremely useful.
3. Printer for the Ultrasound Machine
4. Six computers with the teacher visiting the villages 6 days a week: about 100 students between ages of 16 and 18 years are learning computer skills.

It is giving a great service to the needy as well as the recognition to Rotary International it deserves when villagers are expressing the gratitude. Also Pune population is becoming more aware of the van and its medical service, while it passes through the crowded roads of Pune. Rotarians of the Rotary Club of Sinhgad visit the project site and interact with the beneficiaries as well as the healthcare providers on a regular basis.

(DG Bob Pattison, Dist. 6650)

(Grants Committee Chair Meena Patel, Dist. 6650)



## Child mortality projects yield publicity for Rotary in Hong Kong

*Communication to PIRG vice chair Pauline Leung from Dr. Jason C.H. Yeung regarding Children Home Safety Promotion:*

Dear Pauline,

I want to report to you on a successful joint project between some 24 Clubs in D3450 with the HK Paediatric Foundation.

The two have teamed up since the beginning of this Rotary year to follow on what RI President D.K. Lee has pledged in his speech during International Assembly, namely the reduction of child mortality. In the past HK has been doing similar works with only developing countries. But this time round we decided to look into our own community and see if our own children need any help. It turned out that for the past eight years, each year we have been losing children in the range of 60-90 to accidents, particularly in the home environment, and they were all normal kids up until then. This is very alarming because in the same time frame, we only lost 30 to all childhood cancers.

A survey was conducted in early January '09, which was analysed by the University of Hong Kong. The study helped us to know about the size and significance of the problem. For this a press conference was held on 17 Feb, when Past RI VP John Germ was one of the officiating guests. It was well received and we have newspaper clippings.

On 4 April we went to the second phase. A FunFair was organised at a big shopping mall to promote awareness to Home Safety. Government officials were invited to present awards and souvenirs to presidents of Rotary clubs that supported the project. The press were there, and they reported the event the following morning. There was a much bigger coverage.

For some unknown reasons, three separate incidents happened in the fortnight around 4 April. A young boy of 15 months strangled himself with curtain string and died. A boy of three drank kerosene kept in a soft drink bottle accidentally, and luckily he was saved. Another child of three drank fluid containing cyanide, because he mistook it for tea. He was still in ICU.

As a result radio talk shows approached us and interviewed our representative on two occasions. TV crews from two different stations came to my surgery and recorded interviews that they broadcasted the same evening. Each time the name of Rotary was mentioned again and again.

## Pictures of castles lighted for End Polio Now

*From Bob Tomlinson, re: pictures of castles:*

This might seem like overkill, but you may be grateful for them. Italy, Scotland, England and France are the only ones who have provided pictures. I am taking the stance that anyone who has not responded by now has missed the deadline...so it will have to hold to another time.

I will send words and pictures to go with all of the ones I have mentioned about. Yours from rainy Scotland.

## Consistency key to success for Maryland Rotary clubs

Five Rotary Clubs in Howard County, Maryland (District 7620), leveraged their 2008-2009 PR grant funds in a successful campaign that is estimated to have created nearly a million impressions in the rapidly growing bedroom communities located halfway between Washington, DC and Baltimore. The five area clubs developed an integrated approach, including regular press releases to local and regional media, targeted advertising in local community newspapers and news websites, and a partnership with the regional Howard County Business Journal that resulted in the free distribution of a 40 page, Rotary-themed supplement to nearly 26,000 readers that was funded by local advertisers. Early in the process, the five club presidents recognized that experienced counsel would be important and budgeted for the discounted services of a local media relations specialist in their grant application. This consultant was responsible for strategy, drafting releases and pitching editors and reporters. In addition to the Business Journal supplement, the PR campaign yielded more than a dozen news items in local publications, regular announcements about the clubs' events in events calendars, and perhaps most importantly, mention in a number of partner organizations' publications, including the Dictionary Project website, which now has an international audience.

"We could not have imagined how successful our PR campaign would eventually be," commented Stephanie Gumm, president of the Rotary Club of Clarksville. "The key was a consistent and sustained effort throughout the year. The media got to know us and our good works better and definitely by the end of the year, they were even more enthusiastic about covering our Rotary projects." Gumm is so enthused about the positive effects of PR for Rotary, she and several other Howard County presidents have joined the District 7620 Public Relations Committee and hope to share their experiences and successes with other clubs.

(submitted by J.W. Arnold)

## Fresh water to poor people in Mexico

The community of Las Torres is far from big cities several miles away. People didn't have fresh water. San Miguel de Allende-Midday Rotary Club (D. 4160 - Mexico), in partnership with another Rotary clubs from another countries and San Miguel Community Foundation, provided to Las Torres community the installation of the first rainwater-catchment's cistern, with 12,000 liters capacity.

The target of the project is deeper than installing only a cistern. Rotarians and their partners worked with Las Torres' citizens to look for the best solution to their community and solve their water supplies problems.

To build the cistern, the community act together with their benefactors. Men and women of Las Torres worked as masons. Their efforts are in direction of their own benefit.

San Miguel de Allende-Midday Rotary Club's most members are American and Canadian citizens, as well as Mexicans, who join together to help the poor communities in that area.

(submitted by Fernando Quintella)

## Korean aid for Tanzanian hospital garners big media coverage

*This project received major media attention:*

Rotary to build a hospital dedicated to mother and child care in Africa. Project in conjunction with Presidential Conference on Child Mortality

The Korean Rotarians donated 500,000,000 Korean Won (approximately US\$500,000) to be used for the aid of children. The donation was then, matched by the Community Chest of Korea who concurred with the Rotarians commitment to saving children. The conference concluded with a Seoul Declaration reflecting the resolve of Rotarians to reduce child mortality and help children throughout the world to live happily and where their dreams can become reality. In discussion with the DGs in Korea, RI President D.K. Lee decided to build a healthcare facility in an area with the most need.

The Foundation for International Health extended its cooperation in implementing such a project with the Rotarians. The initial research pointed to Zambia and Tanzania as possible candidate countries to establish a Mother and Child Healthcare facility. A fact gathering team was dispatched to both countries in November 2008, where the team visited 10 different medical facilities related to mother and child healthcare, and met with top health officials, hospital management, and local Rotarians.

Local Rotarians in both countries were instrumental in arranging appointments and visits to candidate sites. Also, resident Rotarians formed a task force team to work in conjunction with the visiting party in selecting a prospective project site, and promised to establish a steering committee if the project was awarded to their country. The local Rotarians noted that Koreans, having come from a country that conquered poverty in recent history, are in a position to mediate an assistance formula from advanced countries, with respect to the need of developing countries.

The visiting party made a review of the situation in each country and the prospects of the specific sites. Recommendations were made

based on the following criteria:

- How many will benefit by the project?
- What sort of cooperation is expected from the government?
- What sort of cooperation is expected from the hospital?
- What sort of cooperation is expected from the local Rotarians?
- What are the possibilities to further the effect of the project with the available fund?

The Tumbi Hospital in Pwani, Tanzania has been selected as the tentative site for the Rotary Mother and Child Hospital. The Tumbi Hospital is a part of the Kibaya Training Center, where health officers and nurses are trained.

An existing mother and child healthcare facility at the hospital needs updating and refurbishment. New operating theater, delivery rooms, and an X-ray room are to be constructed, and more modern equipments and furnishings are to be installed. In addition to improvements to the facilities, administrative enrichment, including human resource development, will be an important factor for the project. On site training as well as overseas education programs are to be implemented to improve the quality of the medical services and management and operation of hospital and maintenance of medical equipments and facilities. Also, public awareness programs to educate the residents about health care and hygiene will be an integral part to the success of the center.

The recent economic stagnation will likely put a dent on international assistance, but the protection of children goes beyond a moral or humanitarian dimension. World peace and common prosperity are at stake. The project hopes to set an exemplar for other Rotarians who wish to engage in a similar project. More importantly, the project will enrich the lives of both Rotarians and the one million residents of Pwani, Tanzania, and, ultimately, hopes to save up to 42 children a day.\*

## Brazilian celebrities support Rotary's campaign against polio

The National Day of Immunization in Brazil marks an important partnership between Rotary and Brazilian sports and the journalism celebrities. The PIRG Latin America planned the campaign to spread the message to parents to bring their children to the vaccination places. The celebrities recorded informative messages for radio and TV, free of cost, which were distributed to the national media. The radio and TV messages have already had great results across the country.

*These are the celebrity partners:*

- Bernardo "Bernardinho" Resende – former player and now coach of the Brazilian national men's volleyball team (gold medal winners at the Olympic Games of Athens and silver in the Olympic Games of Beijing). He makes motivational speeches for executives and sportsmen.

- Mari Steinbrecher- Player on the Brazilian national women's vol-

leyball team, gold medal winner in the Olympic Games of Beijing. Her mother, Mrs. Gisela, is a polio survivor who uses a wheelchair. Both women very much enjoyed participating in the campaign.

- Alberto Bial – Former basketball player and now coach, he works in cable TV as an analyst.

- Falcão – FIFA elected him the Most Valuable Player in indoor football in 2007 and 2008. He is a true legend in Brazil.

- Boris Casoy – He is the nightly news anchor for Bandeirantes TV and one of the most respected journalists the Brazil. With fine style, he is the voice that defends the ethics and denounces cases of corruption and injustice.

- Osmar de Oliveira - Doctor specializing in sports medicine, writer and sports speaker.





## Wheelchairs change the life of sick people in Peru

The partnership between the Rotary Club de San Borja-Sur (Peru – D. 4450), the Wheel Chair Foundation and the AGE Electronic Re-laiting Association allowed the beginning of aggressive project of donation of ten thousand wheelchairs in the period of four years. This year the club will distribute 760 chairs. The benefited ones are people without mobility in the inferior members, admittedly of low income, also sets of dozen of children.

In Lima, where they had been you deliver 176 chairs, the ceremony had the participation of the president of the Wheelchair Foudation, David & Lisa Behring students of the university Cal Poly (USA), the minister of the Defense of Peru, Antero Flórez Araoz, and several generals of the Peruvian Army.

President of RC of San Borja-Sur, Charo Malaga, told that the strategy is to distribute the wheel chairs in the cities where the local Rotary Clubs to request the donation. This year had delivery in Lima, Puno, Huancayo, Cuzco, Churin, Ayacucho, Huancané e Juliaca, in public square, with the presence of local authorities and innumerable civic activities, beyond intense covering of the local and national press (radio, periodicals and television).

## Rotary PR media blitz in NW Ohio

The Rotary International Public Relations Grant received by District 6600 has allowed the message of Rotary to be broadcast throughout Northwest and North Central Ohio. Our approach was based on using the fine PR materials provided by RI in the “Humanity in Motion IV and V” program.

We flooded our district with targeted messages that help to reinforce the branding of Rotary as a premier service organization that has value to its members, the communities where they live and the world as a whole. The campaign was aimed at giving the “Rotary Story” to as many people as possible with a high repetition rate at times, (news hours and drive time), most likely to impact our target audience of potential Rotarians. The materials were adapted by putting in tags with directions to district based information sources on Rotary and its services.

We have negotiated favorable rates with the electronic media to expand the length of the campaign at no additional cost. The District 6600 PR program reached a potential audience of over one million citizens in our district with the message of Rotary.

(by PDG Dave Perkins, submitted by PDG Ruby Iwamasa)

## Infantile mortality is subject of radio campaign in Brazil

The radio stations of all the points of Brazil had been able to propagate messages with alert on the danger that the children run in the daily one of its lives. The rotarian Denise Vieira, wife of the governor of 4410 District and teacher of Journalism, had the idea. Denise decided to use the radio as vehicle to send the Rotary’s message to the public.

PDG Fernando Quintella (Dstrict 4720) had been elaborated texts with the information. Journalists Nathana and Robson, former-pupils of Denise in the College of Journalism, had been the speakers of all spots.

They recorded two spots with general messages and seven spots with thematic, about how dangerous are to handle with weapons, inflammable, falls of heights, environment, electricity, transit and remedies. The material was distributed between the clubs and Brazilian districts that had interested for the product.

The project did not have any cost. Denise obtained the recording and the edition of spots with a producer of friends. The rotarians had guaranteed free space in the radio stations, as message of public utility. In the total, they had been hundreds of messages in all the country.

## Thirty-three clubs conduct 39 projects and receive media coverage in District 6040

*Here’s a preview of what District 6040 did:*

In District 6040 this year we undertook a multi-faceted initiative branded as Rotary Lives Here.

The purpose of the initiative was to create synergies between the 2008-2009 focus on child mortality and the Make Drams Real theme.

A district-wide Service Project Day that met the child mortality project requirement for the Presidential Citation.

Quantifiable, collective results of the Power of We of Rotarians working together.

Regional and national PR campaign for the Service Day, and using that PR in local communities to generate members

Branding our district Membership, Foundation and Leadership seminar as the Rotary Lives Here Workshops.

Thirty-three clubs participated in conducting 39 projects in the district on Sept. 20, 2008. All clubs were provided with a kit with suggested projects, PR tips, a sample press release and a reporting form for measuring the impact of their project. The district PR chair distributed a press release via the web and measured the impact and reach of our publicity. This kit would be provided at the Institute as part of a turn key set of materials for implementing a similar service day in other districts.

At our Rotary Lives Here workshops on Oct. 4, clubs reported on their projects and the cumulative impact of our projects on the lives of children in our community was tallied. I recently received a Google alert that a district including the British West Indies promoted our Rotary Lives Here project as an exemplary district project.

Hope this helps.

(Submitted by Townes Osborne, Tennessee, USA)

## Georgia district surveys leaders, launches comprehensive campaign

**SITUATION:** In June 2008, District 6690 surveyed incoming club presidents to determine their specific public relations challenges and opportunities. The survey response was exceptional, with over half of our clubs responding. The results indicated that our clubs were looking for assistance in promoting the service they provide to their communities as well as increase general awareness and understanding of Rotary.

We leveraged our Rotary International District PR Grant award to increase awareness of Rotary throughout the 21-county area of central and southeastern Ohio, USA that encompasses our district. While our district is primarily rural, it includes Columbus, Ohio's largest city, and spans 11,070 square miles and several tourist destinations – enabling us to share the wonderful things Rotary does with a large number of people. Our campaign was specifically designed to use the Humanity in Motion materials and some of the RI videos including those about polio and the new This is Rotary clip.

The impact of the campaign has increased member pride, knowledge of Rotary in the community, and has made it easier for our clubs to attract members. In addition, our members have a greater interest in promoting Rotary and becoming ambassadors of the organization's mission. We feel that this may ultimately have the greatest impact of all on sustaining members and increasing interest in Rotary.

### AUDIENCES

- More than 1.7 million residents encompassing the geographic region of our district
- Tourists and convention-goers visiting our district.
- Prospective and existing club members

### SCOPE OF PROJECT

1. Jumbo-tron Advertisements: Thanks to a 60 percent in-kind discount, we ran :30 television PSAs on a 576-square-foot jumbo video screen across the street from Nationwide Arena (Columbus, Ohio's professional hockey arena) each day March through early July. We had 1,250 spots per month run on average for the duration of the campaign.

The area where the jumbo-tron is positioned is a popular destination for dining and entertainment in Columbus. More than 2.75 million people walk by the jumbo-tron annually, with the majority of those numbers visiting the area in February through July. This is thanks to several special events including NHL hockey games (including the post-season), Arnold Fitness Classic (attended by 130,000 this year), the Race for the Cure (with 45,000 participants and tens of thousands of observers), the first and second rounds of the NCAA Division I women's basketball tournament and Red, White and Boom! (50,000 attend on average). This means that information about Rotary had the potential to be viewed by more than a million people in just six months.

2. Movie Theater Spots: The agency we worked with provided in-kind counsel on media placements. They recommended movie theater spots, which the district PR committee negotiated. With a 25% discount from CineMedia, we were able to secure :15 spots to run the Humanity in Motion television PSAs in four popular theaters

throughout our District. The spots started running in May and will end in June – two of the hottest grossing months for movie theaters. The spots run before every show on every screen of the theaters. In total, the theaters have 51 screens. And, while we could not obtain actual box office numbers in time for this report, we can tell you that our expectation is that potentially 40,000- 50,000 moviegoers, young and old, will view the spots.

3. Billboard Campaign: We determined that a billboard campaign would enable us to effectively target the enormous numbers of people who travel through our district daily. Our desire with our campaign was to help as many clubs as possible benefit from the grant. Feedback from our clubs also indicated that a billboard campaign was a good strategy. We ran a 7-month billboard campaign that spanned seven different regions of our district. All are high traffic areas and very popular stops with tourists from both Ohio and throughout the country.

One month of the billboard campaign was conducted around our District Conference, promoting Rotary to the 40,000 drivers passing through each day and welcoming Rotarians to the event. During that month, we ran 5 billboards in that region featuring the You Are the Missing Piece and End Polio Now spots. We received 15% off the rotary billboards through one vendor and 2 free billboards and a 35% discount through the other vendor. We estimate our reach for the month long conference campaign to be 50% GDP or reaching 50% of the population in that region. The six month rotating billboard campaign had the estimated potential to reach more than 180,000 people.

4. New Media: Our district agrees strongly with RI President DK Lee that for Rotary's continued existence, it's imperative to attract members – particularly the next generation of Rotarians. Our survey of club presidents indicated that they felt a key issue for Rotary was general understanding of what Rotary is and does. So, we determined it was important to go to where prospective members go for information – online. We worked with a popular blog, called Columbus Underground, to secure a 4-week top line banner placement and the lead spot for their weekly newsletters. More than 86% of its readers fall between ages 18 and 36. We also secured a video podcast featurette for 4 weeks. We rotated the videos, featuring the new This is Rotary and The Last Hurdle. The podcast featurette is featured prominently on the site and is promoted in the blog's newsletter. The Columbus Underground reaches 131,000 unique visitors and has page views of 16.7 million annually. It has an average of 2,451 visitors per day.

Total Budget: \$13,500

\$3,500 District contribution

\$10,000 PR Grant Award

Total Expenditures: \$13,208.50

Total Dollars Leveraged (Actual Campaign Value): \$24,074\*\*

(Does not include free Radio PSA air time secured on all Clear Channel stations in Columbus, Chillicothe & Marietta)

(submitted by Townes Osborne)



## Brazilian television shows Rotary's works in the country

The PR Grants granted from Rotary International during 2007-2008 allowed the 12 Brazilian districts to spread its main projects. Those clubs received recognition for their work with the Rotary Public Image Award of Rotary International last year.

The award received stimulated nineteen Brazilian districts to work on a multidistrict project through Media during this year 2008-2009.

The contract with the Rede Vida – group of TV stations, spread at all the country – foresaw 12 programs of 30 minutes of duration each one of them. The numbers show the largeness of the project.

Terrestrial, aerial and fluvial trips carried through during 90 days for more than 25,000 km, had covered more than 100 Brazilian cities and make possible the visit to 218 projects, carried through for Rotarians and financed, in its majority, with resources of The Rotary Foundation through its humanitarian programs.

This transmission initiated on March 7 to May 23, during 12 weeks; forty four million viewers in all the capitals and 2.500 Brazilian cities, at the beginning of the noble schedule of the Brazilian TV, on Saturday nights, had followed the actions of Rotary in the com-

munities where it acts. Where people were unaware of the work, now they understood why Rotary makes the difference.

The programs had approached works in the most diverse areas, which were emphasized by President DK Lee – the reduction of infantile mortality, beyond preservation of the environment, social and digital inclusion, health, sanitation, education, literacy and other segments of equal importance.

The Polio Plus Program deserved prominence in the project of the Rotary Club de Boa Vista-Caçari, which alerted the community about importance that parents keep the children's immunization. Brazil does not register any polio case since the end of the decade of 1980. Giving the vaccine to the children is the only way to prevent that the illness comes back to the country.

People also can know about the work of the Rotary in the world, by spreading the series "Humanity in action". Through the institutional parts, the Brazilians had followed the international effort of Rotarians together with different communities concerned with the world-wide society.

## News release for polio immunization days in West Africa

West Africa unites to tackle spreading polio epidemic. 74 million children to be immunized, as outbreak spreads to Guinea.

Dakar/Harare, 28 May 2009 - More than 400,000 polio vaccinators in 11 west African countries will immunize more than 74 million children over the next week in response to a spreading polio epidemic which is threatening thousands of children with life-long paralysis.

This year, 62 wild poliovirus cases have been confirmed in seven previously polio-free countries, as an outbreak from 2008 originating in northern Nigeria - the only polio endemic country in the region - has swept westwards. Last week, confirmation came that the outbreak had reached as far west as Guinea, after that country reported its first polio case since 2004.

To stop this dangerous spread of the disease as soon as possible, oral polio vaccine (OPV) will be delivered house-to-house across all cities, towns and villages in the region. To succeed, the army of volunteers and health workers will work up to 12 hours per day, travelling on foot or bicycle, in often stifling humidity and temperatures in excess of 40°C. Each vaccination team will carry the vaccine in special carrier bags, filled with ice packs to ensure the vaccine remains below the required 8°C.

Dr Luís Gomes Sambo, World Health Organization (WHO) Regional Director for Africa commended the leaders and citizens of west Africa for taking these critical steps. "We know most of west Africa has been polio-free before, we know this region has suffered outbreaks and managed to stamp them out, and we are confident that these countries will again be polio-free soon."

"This extraordinary coordinated response is precisely what is needed to stop this polio outbreak," said Dr Gianfranco Rotigliano, regional Director for UNICEF in West and Central Africa. "Every aspect of civil society in these African countries is coming together to achieve one common goal: to protect their children from life-long paralysis caused by this deadly disease."

This synchronized immunization campaign is the third conducted this year, following similar activities in February and March. In most of the re-infected areas, no new cases have been reported since the second campaign, however confirmation of cases in April in Benin, Burkina Faso and Côte d'Ivoire and the reported case in Guinea underscore the fact that the outbreak is ongoing. The immunization campaign launched this week is considered critically important, as the approaching rainy season will complicate reaching all children, and will intensify circulation of the poliovirus in the environment. Campaigns will need to continue until the outbreak has been stopped and endemic transmission of poliovirus interrupted in Nigeria.

To help support the immunizations, Rotary International - the private-sector arm of the Global Polio Eradication Initiative - is mobilizing its membership throughout the region. "We are more committed than ever to achieving a polio-free Africa," according to Ambroise Tshimbalanga-Kasongo, chair of Rotary's Africa Regional PolioPlus Committee. "Our members will participate across these 11 countries, mobilizing communities, engaging with political and traditional leaders, and of course vaccinating children. We are proud to support these countries in their efforts to protect their children."

Recognizing the urgency of the situation, other key players are also scaling up their capacity; in April, the International Federation of Red Cross and Red Crescent Societies launched an emergency appeal in response to the outbreaks.

The full engagement of political leaders at every level - right down to the district - is considered critical to the success of the campaign. It is only through the full participation of this leadership that all sectors of civil society are mobilized to ensure every child is reached.

"Every child who remains unimmunized is not just at personal risk of contracting the disease," Tshimbalanga-Kasongo warned in conclusion. "Every unimmunized child allows the poliovirus the chance to survive and spread further. That is a real danger."



## High Desert clubs leverage PR grant to boost membership

The High Desert is a fast-growing yet semi-rural area in California USA. The 300,000 people who live there are spread out over a wide area, making it difficult to reach everyone without casting a very wide net. The six clubs have just 240 members collectively and few resources for public relations.

A united effort allowed us to really leverage the Rotary International Public Relations Grant 08-09 and develop some lasting new media partnerships. There is basically just one daily newspaper and two corporations that own all of the radio stations. Because of our small media market, advertising is quite affordable and this injection of grant funds created OVER 6 MILLION non-unique impressions! Twice-weekly newspaper ads were supplemented with customized Humanity in Motion radio and television ads. Each ad included a central website and phone number, where interested parties could be directed to any of the six clubs.

While too early to relate specific new members to the campaign, two of the six clubs won membership growth awards at this year's District Conference. Also, most have reported an increase in visitors and interest. Of particular note – the campaign piqued the interest of the 30-year-old marketing director of the daily newspaper, and he has visited several of the clubs himself to determine if one is a good fit for him.

While the campaign was aimed towards membership growth, there were a few other positive outcomes. One was the general awareness of our projects. As each newspaper ad touted various local and international Rotary projects, we fielded calls for information on those projects, often from someone who could benefit. A second positive outcome was the renewed sense of cooperation among our clubs as well as recognition of the importance of public relations.

We look forward to the residual benefits of this campaign – continuing to nurture our media partnerships, welcoming inquiries and visits from those who heard about Rotary for the first time during the campaign, and maintaining our public relations efforts.

(Mike Driebe, PR Chair, District 5300, Kathie Martin, PR chair, Rotary Club of Apple Valley, CA, and PDG Marty Peters)

## D-5340: 2,000 Rotarians work on 300 community service projects with big media coverage

The Rotary Clubs of District 5340 joined together on April 25, 2009 for the third annual Rotarians At Work Day. Over 2,000 Rotarians throughout San Diego and Imperial Counties worked on over 300 local community projects. The event originated in 2006 in San Diego when the Rotary District Governor asked each Club to identify one or more local projects, and work on that project the last Saturday in April. Since that year the event has grown to include 75,000 Rotarians throughout the world.

The Carlsbad Rotary Club planted a vegetable garden at a men's homeless shelter. It was designed by a professional and all the supplies were donated. In collaboration with The Children's Rainforest in San Diego and the Imperial Unified School District, the Imperial Valley Rotary Club installed ceramic tiles/mosaics designed by local children on public planters in the downtown area.

District 5340 publicized the event with the use of 42 City Bus Tail ads, local newspaper advertising, press releases, community websites and special Rotary supplements in local community newspapers. The local newspapers supported the event with several stories and photos of the "Rotarians At Work".

As the public relations campaign rolled out, the Rotary District office received numerous calls from organizations requesting help with a project and from individuals asking if they could join the effort. Several people called in to find out more about Rotary and what Clubs were located in their area. The bus ads were scheduled to be displayed for four weeks. However, because some of the bus ads have yet to be replaced, the ads are still on the buses, and the District office continues to receive calls.

District Governor Pam Russell stated, "It is inspiring to see the Clubs perform so many outstanding projects this year. It brings together the Rotarians, the youth of Rotary, the Family of Rotary and those not yet Rotarians to truly Make Dreams Real within their own communities. With the newspaper and bus ads this year, everyone knew about it. We continue to get phone calls from organizations and individuals asking how they can participate. It's a great day for Rotary and the community".

The success of the public relations effort this year, has motivated the Rotarians to strive for even more PR exposure next year, and planning for 2010 has already begun.

(Submitted by Vicky Mallett, PR Chairperson for Rotarians At Work Day 2009, and PDG Marty Peters)



# Water for life



20 months on, 40 completed projects, \$675,000 spent, 16,000 people benefit, 90 more projects pending...and more to be done.  
*A success story in humanitarian assistance.*



Foundation website <http://www.rotarypacificwater.org>

## Six-page spread focuses on 'Water for Life' in Fiji magazine

Rotarians in Fiji published a 6-page full-color spread in 'MaiLife,' a most successful and widely read monthly magazine in Fiji. Four corporate donors paid for their ads to increase the original one page article to the full six pages. Of course, no amount of paid advertising can justify that much unless the material was seen to be newsworthy and of interest to the community here so we are very proud of this PR for Rotary in general. Regards, PDG Warwick Pleass, chairman, Rotary Pacific Water For Life Foundation, [www.rotarywaterforlife.org](http://www.rotarywaterforlife.org)

## Club displays at Chamber event

In late April of both 2008 and 2009 the Strathroy Rotary Club of District 6330, Michigan USA, prepared a display for the local Chamber of Commerce's "Home and Leisure Show and Day for the Arts." Several club members took turns manning a display booth which included information and photos of club activities, and handed out our club's information brochure. A special focus of the display was the Strathroy Rotary Memorial Trail, a walking trail which travels along the Sydenham river through the central part of the town. Trail maps were handed out detailing the current trail location as well as the route of a proposed expansion. Our club had the opportunity to inform hundreds of visitors to the show about our trail and the many other activities undertaken by our club.

(provided by Ruby Iwamasa)

## Well-known Seattle USA anchor submits reports on Rotary's polio eradication in India

Rotary Colleagues, please view and pass on this great video re Rotary's work in India. See and hear one of the best story tellers, Penny Legate. Right click on the link below and "open hyperlink".

<http://www.seattlechannel.org/videos/video.asp?ID=3070923>

Polio Fight Connects Seattle & India

CityStream, Thursday, June 11, 7 p.m.

SEATTLE — This week on CityStream, Penny LeGate travels to India to report on the Bill & Melinda Gates Foundation's \$355 million partnership with Rotary International to eradicate polio.

<http://www.seattlechannel.org/videos/video.asp?ID=3070923>

Once polio ravaged the entire world, including the United States, but through the use of vaccine, the disease has been virtually eradicated except in four countries: India, Pakistan, Nigeria and Afghanistan. Over the last twenty-four years, Rotary International in partnership with the World Health Organization, the US Centers for Disease Control and Prevention and UNICEF has achieved remarkable results reducing cases of polio worldwide from 350,000 cases in 125 countries to 2000 cases in the aforementioned nations. The key is to deliver oral vaccines to the population most at risk of catching the deadly paralyzing disease: children under five.

The Bill & Melinda Gates Foundation pledged \$100 million in 2007 and \$255 million in 2009 to help carry out Rotary International's effort. In India, CityStream's LeGate documents Rotary's efforts and interviews Seattle Rotarians about why they return year after year to seek out children who have not been vaccinated. She explains that poor sanitation, rampant malnutrition and the presence of other virulent disease contribute to South Asia's relatively high rate of infection. And she brings back footage of the children who are being saved by this program and those that have already been stricken by polio.

WATCH THE STORY by following this link: <http://www.seattlechannel.org/citystream>

(submitted by Rosemary Barker Aragon)

## Television campaign creates awareness in African nations

*District 9200 – Kenya, Uganda, Tanzania, Ethiopia, Eritrea:*

The public relations objective for District 9200 was to create awareness about Rotary programs with the general public, its corporate sponsors, governmental agencies, and non-governmental agencies. A primary television campaign was preceded by a build up of public relations seminars, and information days throughout the district countries. Its plan included:

- A television campaign aired in Kenya, Uganda, and Tanzania which coincided to end one week prior to the District Conference in Nairobi
- Public relations seminars
- Rotary information days organized to create more awareness of Rotary and its programs
- Pitched feature article on its District Governor and Rotary program to local media in all countries covering the district
- Billboards utilizing Humanity in Motion images which were localized with district information

## ROTARIANS

Mark..... Your..... Calendars!



**Friday, October 31**  
6:30 p.m. 'til 10:30 p.m.

**Houma Terrebonne Civic Center**  
346 Civic Center Blvd, Houma, LA

- Rotary Foundation Recognitions
- Food Fest Favorites
- Cash Bar
- Entertainment
- Meet & Greet
- Casual Dress  
Festive Colors Encouraged  
Costumes Welcomed
- Tricks & Treats  
Children Under 15 Free

**Funds Raised Will Benefit the Polio Plus Challenge.**  
Rotary International has a \$100 Million Matching Grant from the Gates Foundation.

**Each Club & District is Working to Raise Funds to Meet the Goal.**  
By Purchasing a Ticket, You Will Be Contributing to the Polio Plus Challenge!

*By Attending You Will Have the Chance to meet D.K. Lee & Fellow Rotarians!*

**Rotarians are urged to join District 6200 for this exciting Rotary Foundation event welcoming & honoring the presence of Rotary International President D.K. Lee**

Vince Aversano, Editor in Chief of *The Rotarian* will be attending and covering Tails from the Swamp.

**Tickets are \$40 per person.**  
For tickets, contact  
Dan Foster at 985-868-3920  
or email [DLFoster@terminix-houma.com](mailto:DLFoster@terminix-houma.com)




## Newspapers, TV reach millions in campaign in Michigan

District 6310 in Michigan organized a multimedia blitz/outreach campaign to create Rotary awareness and presence to professional members in the communities we serve.

Humanity in Motion IV materials were localized for television, newspaper, and Internet use. Rotary clubs received posters, postcards and wallet cards as accompanying recruitment tools.

Our original campaign was scheduled for mid-January (Rotary Awareness Month) through the month of February (World Understanding/Celebrate Rotary Month). The campaign was extended beyond this actual timeframe. The total campaign cost was \$10,000 (RI's grant of \$7,500 plus our district's contribution of \$2,500).

Television: Partnered with WDCQ and WCMU (combined coverage area involving about 3 million viewers, including all 32 clubs in our districts and many beyond 6310). The Humanity in Motion PSAs were positioned around programs known to be viewed by our target audience of business professionals.

Newspapers: Partnered with the Michigan Press Association on the newspaper component for our coverage area. Ads appeared in MPA-recommended newspapers during the second week of our campaign.

New Media: Localized banner ads were created and appeared in rotation for four weeks with over 71,000 impressions on newspaper Web sites to test the impact of this resource.

(submitted by Ruby Iwamasa)

## PR chair in Louisiana stays in constant contact with media

This is from Dist. 6200, southern Louisiana. These Cajuns have a different sense of humor and obviously have lots of fun with Rotary (our next Z25-26/21B director is from this district!)

I was really impressed with the short powerpoint Laurie prepared for clubs, along with a script.

District PR chair Laurie Laine Guidry sent copies of her press releases but no clippings so I did not include any of those. I think the events flyers for the conference and Stomp in the Swamp were clever and colorful so included a couple of examples. Their district conference was a success if 400 people attended.

*Laurie Laine Guidry writes:*

Here is a brief synopsis of things we've done on a district level (6200) this year. To promote the Tails from the Swamp event which D.K. Lee and his wife Young attended, I sent FUN weekly reminders urging Rotarians to attend this awesome event to club presidents and secretaries asking them to disseminate the email to all of their club members and encourage attendance. (The turn out was great!!!)

To promote Rotary and its different functions, events, etc. I sent press releases to various media sources throughout the state along with PSAs that were available on the RI website. I also wrote several articles for the newspaper I work for that ran front page as well as placing the PSAs along with photos of local club members and cut-lines giving information about rotary and how those interested can become involved.

To promote this year's district conferece, I sent out weekly and bi-weekly e-mail reminders including testimonials and fun, cutesy "flyer" type material along with registration forms to all club presidents and secretaries asking them to disseminate the information to their club members. We had approx. 400 people register for the conference – much more than had been expected!!!

To encourage other clubs to take lead in their own communities and to help them understand the importance of PR in each club, I created a powerpoint and "speech" that can accompany it and sent it to all club presidents and secretaries asking that either the clubs' PR chairs or themselves deliver the presentation to their entire club and form a team to come up with at least 4 PR ideas that will be completed throughout the year.

To show those who missed the conference how fun it was, I created a powerpoint with photos and captions about the conference. As soon as hotel details are hammered out (hopefully within the next week or so) for next year's conference, I will include that information in the powerpoint and send it to all club presidents / secretaries to be shared with their club members.

Just from the responses I've been getting from people at various events throughout the district about the reminders and PR powerpoint, etc. are overwhelming! I think people are learning to be "excited" about Rotary and realizing that it should not be the world's best kept secret, it should be the world's most known organization!

If I receive any other information from District 6200 Governor Mike Collins about various clubs and their PR proposals, I will pass the information along to you.

(submitted by Sue Whinnery)

Z11 Report 2008-2009 - 2009 April 24



Christian Michaud  
Zone 11 Coordinator of the Public Image Resource Group



**Hope in Mind** : national operation to help research on degenerative illnesses of the brain

For the fourth time after its creation in 2005 for the centenary of the Rotary, this operation was carried out with great success in the 18 districts. The preview of the same film in 300 cinemas over the whole of France on November 25:



"The Crimson Wing, journey to an other world" ("Les Ailes Pourpres"). It's a wonderful film about birth, life and death of a million crimson-winged flamingos in a remote and forgotten wilderness: Natron Lake in Tanzania.

For the first time we have been contacted by a film company "Disney Nature" interested by Rotary values and the fight against brain diseases, and convinced by the success of the previous operations.

As you can see on the picture the Rotary logo appeared on the posters of the national advertising campaign. (5279 posters in 36 cities).



On this occasion the film made on the Rotary has been shown before the main film. (This project obtained a PR Grant from Rotary International last year.).

About 75000 spectators in 300 cities. 780000 € has been collected. These funds will be donated to 4 projects concerning the research on degenerative illnesses of the brain.

About 700 articles in local and regional newspapers, internet and national TV (LCI). I have collected these data in close collaboration with Michael Moulière from Disney France.

At the end of November 2009 we will launch the fifth Hope in Mind operation always with Disney. But this time and thanks to the success of the previous operation we will have the Disney Christmas Movie : "A Christmas Carol" (in french "L'étrange Noël de Mr Scrooge") with Jim Carrey. In this film Disney adapts Charles Dickens Classic.

## Zone Report for Public Image Resource Group

Judy Magub, Australia

The highlight of the year in Public Relations in Australia was no doubt the Light Show on the sails of the Sydney Opera House in February.



Almost US\$90,000 was received by 16 of the 23 districts in Australia in Public Relations Grants. These have been spent on a range of promotional and publicity projects including billboards, trailers, pull up banners, ads in newspapers and on television, and for magazines and posters.



**1 Peter Bentley-Howard and Phil Gorton with a banner in 9670**

District PR Chairmen spoke at President Elect Training Seminars and District Assemblies around Australia and during the year and they provided advice and guidance to clubs.

At the Governors Elect Training Seminar in Christchurch in November, DGsE and DGsN were given additional time on Public Relations and a plan for the next 5 years was promoted and cooperation sought from the DGsE in accepting and implementing the plan.

Public Relations seminars were conducted in Brisbane, Sydney, Victoria, and Perth and one is planned for Adelaide in July. These were well attended by clubs. In some districts Public Relations and Membership roles have been combined and some seminars covered PR, membership and marketing



**2 Club banners at District 9600 Conference**

Districts reported a range of successful projects in districts and clubs including PR Kits to all clubs (9670); Humanity in Motion Public Service Announcements (9600, 9670); provision of “Tips, Tools & Templates” to clubs (9810); Certificates of Appreciation for club PR successes (9450); Television coverage on ROMAC, RAM and Bowelscan (9600); “Give It A Go” activity program in partnership with the Lord Mayor’s Charitable Foundation (9800) and many districts and clubs involved in the Bushfire Recovery Program

The two most successful projects have been the Humanity in Motion Magazine (9680) and a regular radio program “The voice of Rotary” (Adelaide)

### Humanity in Motion Magazine

This excellent magazine was an initiative of District 9680 Governor Tony Castley and Rotarians George Richards (Editor) and Ted Sheedy (Art Director). It is a beautifully produced, full colour, glossy magazine which any Rotarian would be proud to share.

The project was funded by a PR Grant of \$10,000 and \$22,000 from district funds. The 10,000 copies were produced for \$32,000 and the project will become self funded by the end of the year. The book illustrated many district and club projects. This will certainly be a wonderful tool for promotion of Rotary in professional offices, coffee shops, hair salons, libraries and other readership points in all parts of the Sydney north NSW based District. The booklet contained success stories from most Rotary clubs in District and has already resulted in membership gains in several areas.



**3 The District 9680 Magazine**

### Voice of Rotary

Started by Rotarian Neville McNeil 15 years ago to lift the profile of Rotary in the community, “The Voice of Rotary” radio program began as a 15 min segment and has been expanded to 30 mins.

Over the years the program has featured Rotary as well as community interest stories but has now returned to a program focussed on Rotary for public enjoyment.

The station, 1197am RPH Adelaide has an average audience on 18,000 reaching throughout the state of South Australia (districts 9500 and 9520)

So far 760 programs have gone to air and as a result, the community in South Australia is better informed about the work and the fun of Rotary.



**4 Malcolm Elliott on "The Voice of Rotary"**



## Huge Rotary wheel makes visual impact in D-3790, Philippines

The 30-foot Rotary wheel was conceptualized by the Rotary Club of Southern Al Union (RC-SoLU) through its charter president, John Y. Chan, during the term of president Marlon Dy, whose family also donated the land where the marker now stands, and District Governor Jesus "Jaypee" Cadaing during Rotary year 2004-05 in celebrating 100 years of continued and continuing service to mankind through Rotary International.

The wheel is now also in commemoration of the momentous event in honor of Rotary International Past President Glenn Estess and all the great men and women of Rotary. Upon its completion, the Rotary wheel will be surrounded by a mini-park which will also serve as a stop-over stie for travelers going to and coming from Baguio and a converging point for Rotarians.

The implementation of this project was delayed for two Rotary years since the project entails a large volume of construction materials and manpower. However, due to the persistence and support of PDG Lorenzo "Owens" Torres in 2007-08, the project gained momentum. Whiel the project was not finished during the term of PDG Owens, DG Jesus "Jess" Nicdao provided the much needed support and saw to it that the project will be finished during 2008-09.

This project was also made possible through the able leadership of Prsident Jvy Lyn Fonbuena, the club's dedicated project chairman PE Nicky Oller, and the officers and members of the Rotary Club of Southern La Union.

(submitted by Rob Crabtree)



## Country-wide promotion raises Rotary awareness in Philippines

Zone 7 was able to exploit to the fullest, IT, newspapers, radio and TV, both in interview formats and in brief announcements. Various Rotary clubs & districts have definitely increased their attention to matters of public imaging and public information. From newspaper supplements, through press conferences and more news releases, to huge streamers and huge Rotary wheels in very strategic places, exhibits in malls, TV coverage of fun runs; wearing of Rotary t-shirts and raincoats and bringing mountain children to the parks in the cities, Rotary hour on TV and radio.

Rotary clubs became more conscious when a Multi-District Public Image seminar was held in Davao, in the Mindanao area. With nine out of ten districts participating, it evidenced an awakening concern for real information and the most efficient ways especially of communicating to the public.

The concept of a Rotary week celebration commencing on World Rotary Day on February 23 and ending February 28 throughout the Philippine archipelago came to fruition. With the prestige of a Presidential proclamation, it inspired all Rotarians to stand up and not just be counted, but to be noted for what they were doing for their fellowmen.

The major thrusts of Rotary, putting an END to Polio and our local projects and activities were the highlights of the Rotary week celebration taking advantage of the use of media. All over the country, Rotary clubs were non-stop in promoting Rotary objectives and goals. There does seem to be a greater awareness on the part of the other NGOs and volunteer organizations and the local government units (LGU) and their agencies that they can partner with Rotary.

Certainly, RI's Public Image Resource Group has done a great job. Our efforts and "fair" statements only showed that there was more to Rotary than they knew before.

(by PDG Lyne Abanilla, submitted by Rob Crabtree)

## Orlando project with Puerto Rico

*This is related to the news release about an item that was in The Rotarian in March 2009, submitted by Ken Peach:*

Dear Friends in Rotary, This an entry regarding the Maizales Aq-ueduct Project in Puerto Rico that Club Rotario Ciudad del Turabo worked on this year. I am attaching the press release that was sent to newspapers in Puerto Rico and photos of the activity in which members of Club del Turabo made official delivery of the approval letter of the Matching Grant from the Rotary Foundation. The Monitoring system is being funded with a Matching Grant from the Rotary Foundation and the Partner Clubs Club Rotario Ciudad del Turabo, in Caguas, Puerto Rico, District 7000 and the Rotary Club of Winter Haven in Tampa Florida, District 6890. The funds from Rotary will purchase a monitoring system to insure the safety of the running water in the aqueduct. The system consists of computers, software and pipe connections that will stop the running water if any dangerous substance is detected in the water by the computerized monitoring system. The tanks where the water will be stored if the system stops, or through which the water will go through once tested, were purchased with a government contribution for the project. The project is an example of partnership between the Rotary Foundation, local government, local Rotary Clubs, Rotary Districts and a community organization - Rancho Grande, that trained some of its members to run the aqueduct on a daily basis. Regards, Damaris Delgado Vega

# Colorful newspaper tabloid tells Rotary's story in Galena, Illinois

Community newspapers like the Galena (Illinois) Gazette in North America localize the work of Rotary International and their local clubs through special tabloid supplements.

In Galena, a county seat town of 4,000 population in northwest Illinois (District 6420), the Rotary club is the catalyst for numerous civic projects, including \$30,000 for scholarships for high school seniors, a well publicized community leaders' "think tank" roundtable day, Rotary Youth Exchange, Rotary Foundation World Community Service projects with their twin club in Chile, polio eradication, and much, much more.

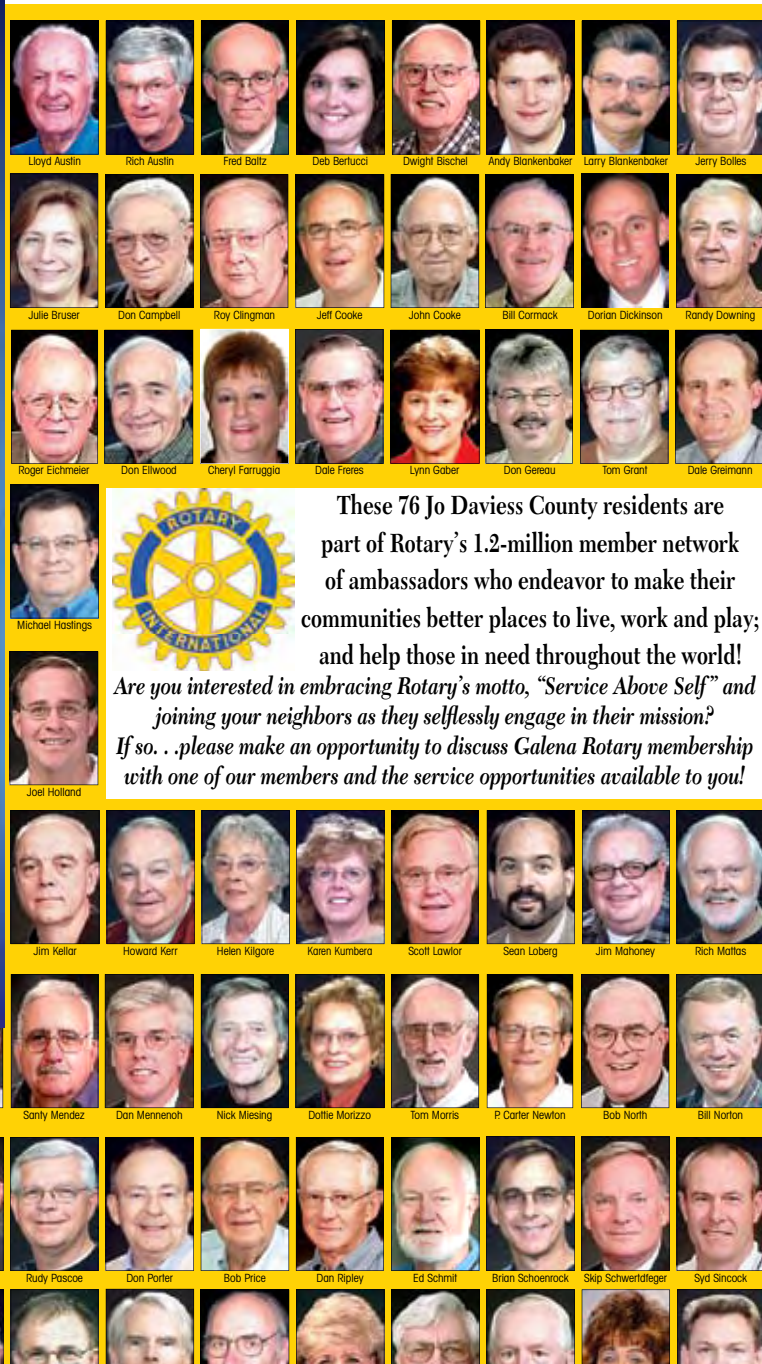
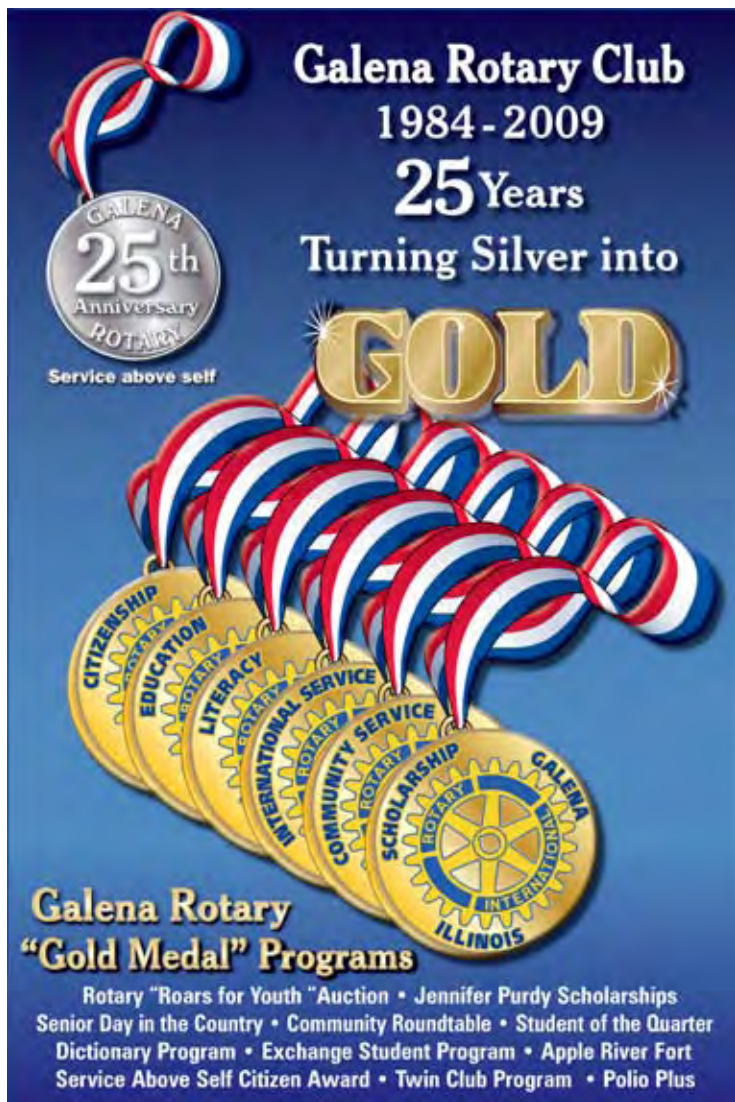
All of the club's Avenues of Service were lifted up in a colorful 16-page tabloid that was circulated to 15,000 readers through Jo Davies

County to celebrate the club's 25th anniversary in June 2009. The theme was "25 Years of Turning Silver Into Gold – Galena Rotary 'Gold Medal' Programs."

The Gazette's staff created a comprehensive layout and design for the project, including advertising sponsorship and underwriting from members and the community. The newspaper gave a percentage of the revenues to the club in support of its humanitarian service.

"It was a very successful project that celebrated the club's anniversary, told Rotary's story, and increased awareness and support of Rotary in the community," said Rotarian *Gazette* publisher P. Carter Newton.

(submitted by PDG Bill Tubbs)



These 76 Jo Daviess County residents are part of Rotary's 1.2-million member network of ambassadors who endeavor to make their communities better places to live, work and play; and help those in need throughout the world! Are you interested in embracing Rotary's motto, "Service Above Self" and joining your neighbors as they selflessly engage in their mission? If so... please make an opportunity to discuss Galena Rotary membership with one of our members and the service opportunities available to you!

## New club for emerging leaders proves – it pays to advertise!

The March 17 issue of the *Des Moines (IA, USA) Business Journal* had a full-page ad taken out by the newly charter Rotary Club of Des Moines Emerging Leaders, recognizing two members who achieved the “40 under 40” list. It was the only full-page ad in the *Journal*. Immediately, club president Rita Perea had several new people come to the meeting based on this ad. (What a great PR boost!) All of them want to join. A lady who was referred from RI also saw the ad in the *Business Journal*. She joined last night.

Prior to the week the ad ran, the club gained members, increasing to 33. After the ad ran, they gained as many as five more. “This truly is a great success story,” said District 6000 Club Extension chair Bill Koellner. “It helps change the direction of losing members. The low cost of membership for this new club (\$200 per year) and the fact that most of the members are under 40 and represent the future leadership of Des Moines is a big boost to Rotary. And it again shows what we can achieve with good public relations and advertising.”

(submitted by PDG Bill Tubbs)

# Congratulations **SADDIE TRYTTEN** & **JOSEPH JONES**

We are proud  
of all you do!

RITA PEREA • DALENA ELLIOTT •  
DREW ENGBRECHT • KRISTIE BELL  
CHARLES CADY • CATHY BORMANN  
MARK CHARTER • LAWRENCE  
CUNNINGHAM • MICHAEL CURRY  
SARA THROENER • NAVIN DUTTA  
TYLER EVANS • TRISH FLAHERTY  
MATTHEW GARDNER • GABRIEL GLYNN  
MICHAEL GREMMER • KAREN HALLAGIN  
JENNIE HENRY • DAVID HOFMANN  
KELLY KERN • DARRON KITTERMAN  
HEATHER MATSON • BRENT MCCLURE  
JOHN MCCORMALLY • DOUGLAS MITCHELL  
SHANNON MORTON • MATTHEW OLSON  
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RITA PEREA  
ENTERPRISES



Greater Des Moines Rotary Club  
for Emerging Leaders

