

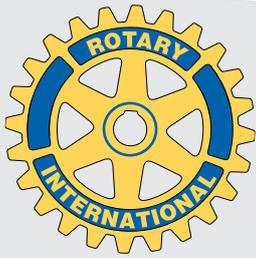


Promoting **peace** through international scholarships.



Rotary.
Humanity in motion.
www.rotary.org

Rotary's public image vital for growing membership and future successful service...



The Rotary Club of Sandy Rocks, NSW
Rotary's recent major projects in this community include:

- Heart Care Unit at District Hospital
- Painted local Scout/Guide Hall
- Sponsored exchange student to Denmark

Want more information?
Contact Maria Smith
02 9644 8211

MEETS AT
CWA HALL, MAIN STREET
6 PM TUESDAYS

The 2006/2007 Rotary year continues the positive development of Rotary International's public image – a vital component in the growth of membership and all other aspects of Rotary service.

The Rotary International Public Relations Resource Group appointed by RI President Bill Boyd is comprised completely of people experienced in media and public relations work.

A very positive action plan has been adopted in cooperation with the highly skilled staff within the R.I. Public Relations Department, led by Manager Wen Huang. This plan and many other resources has been effectively communicated worldwide throughout the

network of Area, Zone and District Public Relations Coordinators and Chairmen by way of an intensive program of training seminars.

Highlights of the Resource Group's plan include –

- Continued emphasis on community billboards (see examples above) to share Rotary's message.
- Committed training at all levels.
- Regular newsletters to improve communication.
- Intensive promotion of the vast range of excellent public relations resources available from the R.I. Public Relations Department. (cont...)

cont...

- Promotion of the Rotary World Magazine Press as an essential resource in the development of Rotary's internal (the Family of Rotary) and external (the greater community) public relations.
- Encouragement for regions and Districts to establish public relations resources and budgets applicable to their areas.
- Recognition of public relations achievers – media/community based awards.
- Public surveying to measure the impact of Rotary's PR program.

From our Public Relations Department

The Rotary International Public Relations Department team has a splendid campaign up and running –

- Full page supplements in the International Herald Tribune (Atlantic and Asia editions) and the New York Times, as a result of Rotary's NGO status and special rates.
- Thanks to donated space, advertisements in Time, Newsweek, Forbes, Parenting, Golf Digest, Sports Illustrated.
- In North America, Rotary billboards are starting to appear on highways and airports. We have solicited FREE space on over 850 billboards in cities and towns across North America. The billboards feature PolioPlus and Rotary Peace Centers.
- Rotary's television public service announcements continue to air on United Airlines flights and free to air on smaller television stations across the continent.
- Rotary International obtained a Google grant to use keyword link to promote Rotary's PolioPlus program and the Rotary Peace Centers.

Training Seminars

A special emphasis has been placed on the value of training Rotary's Public Relations Resource Group team in 2006/2007 and the campaign has been successfully driven by our dedicated group of Area Coordinators (see list on Newsletter front cover).

Training seminars for the network of Public Relations Resource Group Zone coordinators have been held around the world – Europe, South Africa, Asia, North and South America, New Zealand and Australia.

These seminars have reinforced the Resource Group's action plan and goals for the year, promoted Rotary International's public relations resources, and pushed the value of RI Media Grants in 2006/2007.



A Public Relations Training Seminar in Japan

Highlights of the R.I. Public Relations Department initiatives include –

- Continue previous campaign to raise awareness of the Rotary name whilst adding new focus on Rotary's educational programs and the benefits of Rotary membership.
- Key demographic changes to expand current target membership group to include 50 plus and retirees.
- Development of Key Rotary Message Focus – Rotary promoting peace and international understanding through humanitarian and educational programs; and Rotary is a network of businesses and professionals.
- Quality service to volunteers via a consistent Rotary message to all local club and district media outreach; and continuing to provide regionalised tools, materials and pr/technical advice and expertise to clubs/districts.
- Update of ALL Rotary's current and previous PSAs for press, radio and television; revise all billboard images; and provide every Rotary club in the world with a new CD/DVD carrying such resources.
- Further surveying in pilot countries.
- Advertising placements in international media.
- Continue limited PR Grants from US\$1,000 to \$3,000 within set criteria for clubs and Districts.

SUCCESS STORIES ABOUND ...

Rotary's public relations campaign is working. Stories of innovative, successful projects which lift Rotary's image in communities around our world are continually being received by our network of Zone and Area coordinators. With strong commitment from RIPR Resource Group Area Coordinators, the following pages provide excellent examples...

SHELTERBOX -

Promoting Rotary's world image as a key player in disaster relief!

Since inception Rotary International has not had the ability to provide immediate relief for victims of major world disasters.

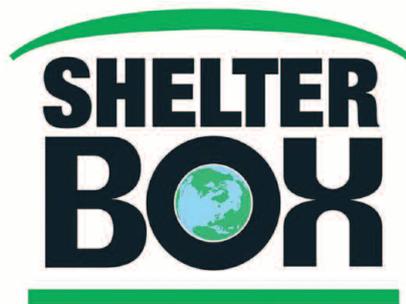
Appropriately, Rotary's aid programs for such disasters has been based on long term support and rebuilding for the future.

However, all that has changed with the dramatic arrival of British based program ShelterBox.

Long term support and investment is still a vital component in Rotary aid programs but the ShelterBox program has provided Rotary International with an amazing resource that can provide vital humanitarian aid within days of a disaster anywhere in the world!

For the last four to five years, dozens of ShelterBox tents have sprung up amongst the rubble of the world's disaster sites, with the Rotary emblem prominently displayed to an audience of millions of television news watchers around the world. So many examples of Rotary "making a difference" in the lives of so many creates an amazing public image of our organization with the general public.

Conceived and developed by Rotarian Tom Henderson, the ShelterBox concept was adopted by the Rotary Club of Helston-Lizard, England (District 1290), as their millennium project.



Each Shelter Box is a rugged plastic container that normally holds a 10-person tent and other survival essentials for an extended family.

Following a devastating earthquake, the first 143 ShelterBoxes were sent to Gujarat, India, in January, 2001. Over the next few years, the charity continued to develop at a steady pace and by December 2004, more than 2,000 boxes had been distributed.

On Boxing Day, 2004, ShelterBox came of age.

A huge tsunami devastated great swathes of Southeast Asia. From a forecast of 3,000 ShelterBoxes in 2004/05, ShelterBox suddenly had to fund and distribute

nearly 12,000 boxes in eight months for this single disaster.

Since that time, charity – led by the Rotary clubs of the world – has played a pivotal role in immediate response to many international disasters. On a number of occasions, working with Rotary clubs in the countries affected, ShelterBox has been the first to supply aid to homeless victims in devastated areas.

To date, ShelterBox has sent out 28,000 boxes, providing emergency accommodation for an estimated 430,000 people as a result of emergencies in 30 different countries.

Countries receiving aid in 2006 have included Indonesia, Lebanon, Somalia, Ecuador and East Timor.

Now a registered UK charity, ShelterBox has national branches set up by Rotary Clubs in the USA, Canada, Australia and Malaysia – with more countries ready to follow suit.

Every ShelterBox is individually numbered and donors can track the destination of their box via the website www.shelterbox.org

Shelterboxes at work...



Moving Billboards/Signs

Rotary ingenuity never ceases to amaze, as evident in these innovative projects from South Africa and Japan . . .

- Magnetic removable motor vehicles signs with a simple Rotary message on the sides of vehicles of Rotarians in South Africa. The project was tested on a dozen cars first, then utilised on 60 trucks, and now continues to grow.

The message on the signs (see below) is very simple – “Over a Century of Humanitarian Service. I am proud to be a Rotarian” – and the Rotary emblem is clearly displayed.



- In Kyoto, Japan, PR Group Area Coordinator Hisao Taoka negotiated an agreement with over 200 taxis to carry Rotary signage (see below) on their vehicles.

This is a major breakthrough in Japan and plans are in hand to spread the promotion to other major cities.

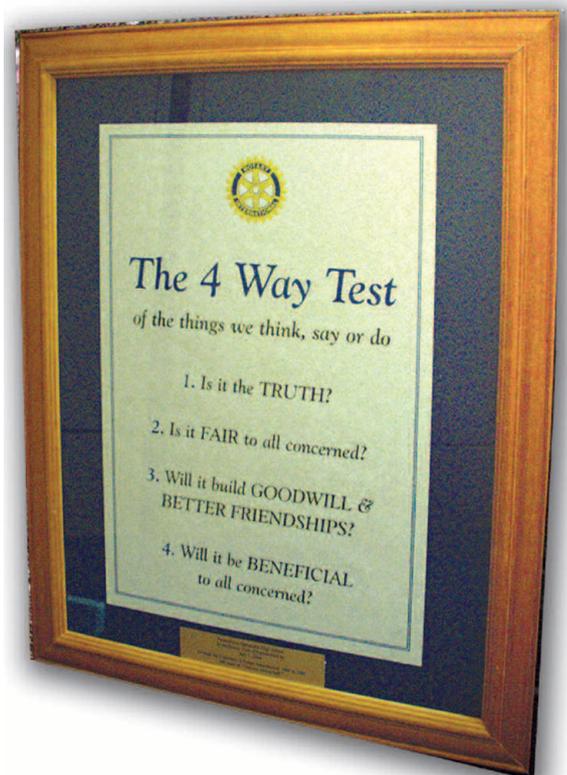


The 4-Way Test

Rotary clubs in the USA and Australia have got behind the drive to have The 4-Way Test posters display in school classrooms and assembly halls.

The concept is to expose young people to Rotary's FOUR-WAY TEST of things we say and do in their formative years, in the hope of leaving a lasting life message.

Many clubs and Districts have embraced the program and all kinds of signs – laminated or framed, big and small black and white or coloured – have been utilised.



Our ideal is to serve. That's how we do the difference for the future.

Permanent sit at UN

Present in 166 countries

More than 1.200.000
rotarians all over the world

Millions of children and young
benefited by Rotarian's
actions worldwide



**ROTARY
INTERNATIONAL**



Following the superb efforts of the 2005/2006 RI Public Image Resource Group, Billboards were always going to be a continuing focus this Rotary year.

The first of the Public Relations Resource Group Outstanding Achievement Awards in 2006/2007 goes to the Rotary Club of Santos-Jose Bonifacio (District 4420), Brazil, as the result of a magnificent Billboard installation on the Port of Santos Silos. (See sign location top right and English translation of billboard top left).

The newest club in District, the club showed great

measures 10 metres by 15 metres and will be displayed from September 2006 to March 2007. This is the key time for the summer maritime cruising season when some 480,000 passengers will be embarking and disembarking on various ships. In addition, a further 60 foreign flag ships pass through the Santos inner port channel every day. Further, road traffic of more than 5,000 trucks, 1,000 other vehicles and buses pass by the billboard location every day.

Special congratulations also to District 3860 – Cebu City



perception in choosing an excellent strategic site beside the passenger terminal at the most important port in South America.

The impressive billboard

in the Philippines. Past President Mary Anne Alcordo-Solomon of the Rotary Club of Cebu Fuente – classification of “outdoor advertising/signage” – instigated a 12 metres by 10 metres billboard featuring Rotary’s “Humanity in Action” and highlighting the focus on water, literacy, and polio eradication. The District has also erected a new billboard (see below) showing the smiling faces of the 35 club presidents in Cebu City, with a full list of the Rotary Clubs, and the incumbent District Governors.

ZONE 1 ROTARY CLUBS in CEBU:

- ZONE 1-A: CEBU EAST, CEBU COLONIA, CEBU SAN NICOLAS, CEBU SOUTH, EL PARDO DE CEBU, TALEGAY, TOLEDO WEST
- ZONE 1-B: CABCAR, CEBU, PORT CENTER, CEBU LAHUG, CEBU UPTOWN, CEBU TABUNOC
- ZONE 1-C: DANILAD METRO, CEBU CAPITOL NORTH, CEBU MARBOLO, CEBU WEST, CEBU CONSOLACION, METRO BODO
- ZONE 1-D: CEBU BUS, DISTRICT, CEBU FUENTE, CEBU GUARDALUPE, CEBU NORTH, MANDALUE EAST
- ZONE 1-E: CENTRAL MACTAN, MACTAN, MANDALUE NORTH, METRO CEBU, METRO MANDALUE 2006, CENTRAL MACTAN, MACTAN, MANDALUE NORTH

LEAD THE WAY

Fernando "Jun" Almada
District Governor
RY 2006 - 2007

Joseph Michael Espina
District Governor
RY 2007 - 2008

Compliments from
GOVERNMENT OF CEBU



Nearly 3,500 special athletes from 50 USA states gathered in Ames, Iowa, for the largest and most spectacular sporting and humanitarian event in that state's history – and Rotary's public relations machine was operating at peak capacity.

The athletes competed in 13 different sports and were accompanied by 1,000 plus coaches, some 9,000 family members and friends, and

assisted by 10,000 volunteers and 30,000 spectators!

Rotary was there to Lead the Way. Rotary clubs from District 6000 answered the call to raise more than \$50,000 to sponsor awards and Rotary's presence was evident throughout – logos on t-shirts, signs on venues, banners on streets, front page advertisements in newspapers, a home page web site, and colouring



books and promotional materials at the House of Friendship.

District 6000 Governor Del Bluhm said it was a wonderful example of Rotary's "Humanity in Motion" theme and a perfect way to start the year.

Top left, in the House of Friendship at the USA National Special Olympics, Rotarians Bob Ostrich and Clarence Cory gave away colouring books, crayons and brochures describing Rotary's Humanity in Motion concept.

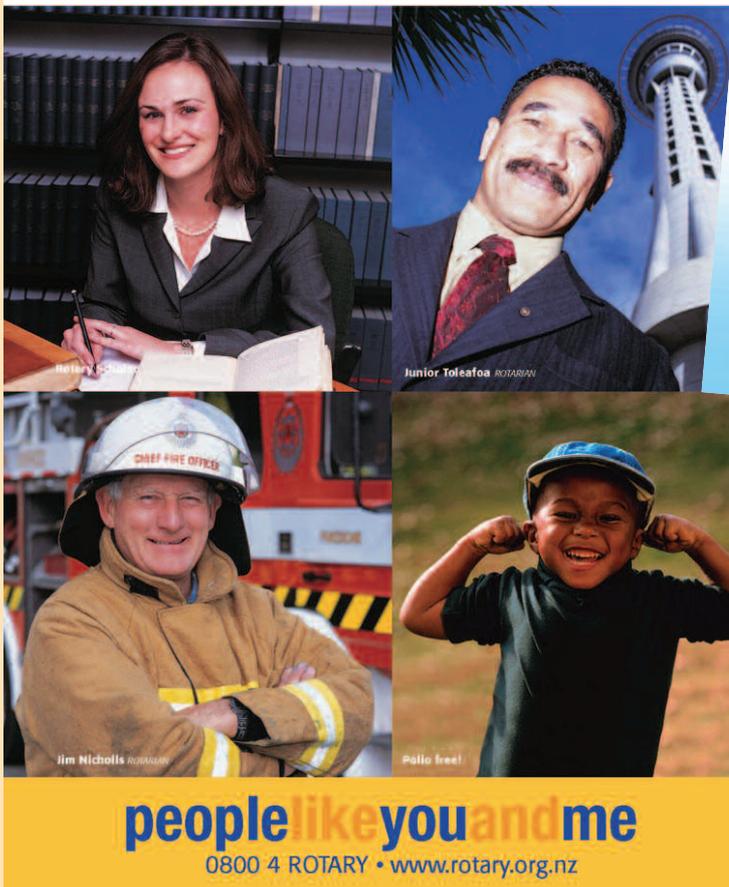
Rotary's sponsorship of awards was recognised at each of the 13 sporting venues. Top right, Rotarians Diane Bystrom and PDG Dan Goering are pictured with a sign at the bocce venue.

Best National Promotion - New Zealand

SUCCESS STORY



CONNECTING LIVES. AFFECTING LIVES.



Pictured, colourful promotional material developed for use by Rotary clubs and Districts in New Zealand for the "People like you and me" campaign.

The concept is now firmly in place, with various modifica-

All promotional material has space for clubs to insert their own contact details, along with the national website and 0800 phone number.

Some clubs support the campaign but produce their own posters and brochures. There is also a New Zealand Rotary fund raising calendar which has two pages of Rotary information updated each year

The promotional material this year picked up Rotary's "Humanity in Motion" and Peace themes.

Awareness of the need to create a better "public image" of Rotary first stirred in 2000 with the conduct of the first "Rotary Awareness Week".

All six NZ Districts saw the obvious advantages of "group action" and combined resources to launch the now famous "People Like You and Me" campaign in 2001.

tions to material for special events like Rotary's Centenary and annual birthday.

There is a national 0800 telephone number for people seeking information on Rotary and new supplies of brochures and posters are produced each year – in the order of 50,000 brochures and 10,000 posters since inception.

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