



## WORLD ROTARY DAY February 23, 2009

*MAKE DREAMS REAL*

The Rotary International Public Image Committee has requested that every club plan and implement a **Community Service Project on Monday, February 23, 2009** and that the media be invited to cover the event. (Note: Saturday, February 21, would be an alternate day, but reference to February 23, as **World Rotary Day** should be mentioned.)

The idea is to *do good* throughout the District *simultaneously* and to get media coverage. Every club should plan a project, preferably related to reducing child mortality, or improving child safety. In the case where there is more than one club in a community, they should plan a joint project, and invite the newspaper and television stations to cover *Rotary at work*, on site. Press releases will be needed and the clubs will need to line up media coverage in advance. Also, local government officials should be invited to attend on February 23.... (i.e. your mayor, congressperson, state representatives, etc.).

February 23 is designated **World Rotary Day... *Humanity in Motion*** in our community and around the world. This simultaneous coverage will have a much greater impact than piecemeal coverage.

DG Carol LaRue is encouraging every District 6780 Rotary Club to procure and *pro bono* billboard space during the month of February. Rotary International has turnkey templates online. Karen Bridgeman, District 6780 Public Relations chair, is applying for a Public Image grant to increase Rotary's visibility in the various media venues.

Assistant Governors need to *beat the drum* for this initiative and to let us know, by **October 31, 2008**, what projects each of their clubs have scheduled. AG's will also be asked to collect samples of media coverage received on February 23. We will need these by **early March**, at which time the media coverage samples will be submitted in a report to Rotary International about **World Rotary Day** in District 6780.

By implementing this media blitz, we will increase our visibility and awareness of Rotary. Also, it might help recruit new members.

Please let DG [Carol LaRue](#), your AG, [District 6780 Public Relations Chair Karen Bridgeman](#) or me know if you have questions or need additional information. Press Release templates and support visuals are also available on the [rotary.org](http://rotary.org) website.

[Townes Lavidge Osborn](#)

*Coordinator for Zone 30 RI Public Image*