



**ROTARY INTERNATIONAL**  
PUBLIC IMAGE RESOURCE GROUP  
2007-08



**Rotary Topics**

- ▶ [District 9300 Book Project goes live on Radio 5FM](#)
- ▶ [DISCOVER ROTARY AFRICA TOUR BY KINGSLEY HOLGATE](#)
- ▶ [Manakoto Area Membership Drive](#)
- ▶ [NAOMI HELPS ROTARY IN FLOOD RELIEF CHARITY APPEAL](#)
- ▶ [Movie Event in Italy for Polio Plus](#)
- ▶ [ROTARY POCKETS](#)
- ▶ [Rotary Binder by District 2060, Italy](#)
- ▶ [ROTARY PROGRAMS GAIN TOP PR](#)
- ▶ [TV Special in the Philippines](#)
- ▶ [EUROPE MEETS FOR ROTARY PUBLIC IMAGE](#)
- ▶ [YOUR BEST ROTARY RESOURCE – 32 ROTARY MAGAZINES IN 24 LANGUAGES ...](#)
- ▶ [Rotary Flags, messages seen by millions at San Diego Padres Major League Baseball games](#)
- ▶ [RI DISTRICT 3810 SUPPORTS PROSTHETICS Center](#)
- ▶ [ROTARY CLUB OF RAHA SULAYMAN VOLUNTEER FIREFIGHTERS INC.](#)

**PARADE IN COLUMBIA**



The government of Colombia promoted, in several cities, a great parade in honor of peace. Only in Medellin alone, 300,000 peoples attended the parade. The local Rotary was also represented. Rotarians walked together with many others organizations, joining efforts to raise the awareness of a new understanding in Colombia. The parade called for a life of peace again. All the media in the country covered this big parade. TV Networks, newspapers and radio all reported the event, with millions of viewers, listeners and readers.

***District 9300 Book Project goes live on Radio 5FM***



Thanks to the generous sponsorship of Rotary International and PostNet, reading books were delivered to schools in KZN, Cape Town and Port Elizabeth. In each region five schools received 500 books for their libraries.

Five Gauteng schools received their books at a hand over ceremony to coincide with LITERACY DAY on the 8th September 2008.

A Gauteng Department of Education MEC was present at the hand-over ceremony, and expressed her gratitude to Rotary for initiating the project which will benefit so many learners in the country, and to PostNet for making the distribution of these books possible.

▶ **OPERATION : HOPE  
IN MIND**

▶ **Rotary exhibits in  
Scotland's National  
Ideal Homes  
Exhibition**

▶ **TAIPEI SEES ROTARY  
IN CLEAN THE CITY  
CAMPAIGN**

▶ **SHELTERBOX  
PROVIDES RARE  
GLIMPSE INSIDE  
NORTH KOREA**

▶ **Rotary Membership  
Initiative in New  
Zealand**

▶ **SOUTH PACIFIC  
PUBLIC IMAGE  
SEMINAR**

▶ **PR Grants Update**

▶ **Over 100 at PR  
Seminar in Manila  
Philippines**

▶ **Asian Area meets for  
PIRG Training**

▶ **YOUR PUBLIC IMAGE  
RESOURCE GROUP  
2007/8**

▶ **Headlines for  
Columbian Rotary  
clubs**

DG Shirley Downie and Rotarians from District 9300 thanked everyone for their unstinting efforts, including Rotarian Wendy Sweetman, from PostNet, who has been at the front of this exciting incentive.

Radio 5FM personality, Kevin Fine who was present at the hand over, undertook to make mention of the project in his Saturday and Sunday morning shows.

***DISCOVER ROTARY AFRICA TOUR BY KINGSLEY HOLGATE***



Kingsley Holgate is another Rotary Story. He is an adventurer, entertainer, and educator AND on a project with the Rotary Club of Benoni Aurora of District 9300. The project is a joint effort of Benoni Aurora, Land Rover, Captain Morgan's Rum, the South African educational community, and others. Kingsley started his latest adventure in April 2007 from Capetown. He is traveling up the west coast of Africa distributing mosquito nets and books to villages too poor to have malaria protection or a village library. It is our understanding that he has made it to Ghana as of this date. He will cross equatorial Africa to the East Coast and then travel down the East Coast then cross South Africa to Capetown completing the trip in April 2008. Kingsley's adventures are occasionally aired on the National geographic channel and are shown on South African television from time to time.

Rotary Books for the World is a contributor to the project because Rotary is the source of the books of Kingsley's mobile library. The mobile libraries look very much like an Army foot locker except they have a Rotary logo on it. Through this tour, the books are being distributed to communities where regular distribution is not there yet.

***Manakoto Area Membership Drive***



Mankato Rotary Club and N. Mankato Rotary Club of District 5960 designed a series of membership drive print ads for the Mankato area. In addition, the two clubs co-hosted a membership drive picnic that including families, friends and potential members in their community.

Picture shows leaders of the two clubs wearing aprons with Rotary logos serving the grilled items to their guests.

***NAOMI HELPS ROTARY IN FLOOD RELIEF CHARITY APPEAL***



Naomi Campbell, a world-renowned catwalk beauty and Rotary in UK collaborated to raise money for victims of a summer flood in Yorkshire, Worcestershire, Gloucestershire and the Thames Valley. Reporter John Walsh of The Independent called them " the odd couple of modern British charity ". Ms. Campbell, who was abroad at the time of the flood, said she saw TV footage of whole towns under water in early July and was moved to act.

In 2005, the South London-born model founded the charity Fashion for Relief, which raised millions of dollars for the Hurricane Katrina appeal with a catwalk show during New York Fashion Week. She recently set up a similar event for London Fashion Week at the Natural History Museum, with all

proceeds going to the Rotary's flood disaster appeal. It was said that everyone in her capacious address book has been invited: supermodels, designers, actors, footballers, socialites and freelance celebrities. Among these celebrities, Elle Macpherson, Alexander McQueen, Boy George, Rio Ferdinand, Yasmin Le Bon and the actress Rosario Dawson attended. Fashion royalty, including Vivienne Westwood and John Galiano, have each pledged three couture outfits to be auctioned on eBay.

Tickets were on sale to the general public at £750 for a front-row seat. Allan Jagger, President of Rotary International in Great Britain and Ireland, told Ms. Campbell, "I must say, Naomi, I'm delighted you've chosen Rotary. We'll make sure we deliver – we'll keep your dream alive."

### **Movie Event in Italy for Polio Plus**



Ten districts in Italy jointly held a premiere of "Michael Clayton" movie with George Clooney that was shown in 63 theatres all over Italy in October to raise fund for Polio Plus.

92,000 vouchers, 2,000 posters and 45,000 mini posters were printed & distributed

A greeting message aired in theatres before showing the movie also explained to the audience about Rotary commitment in Polio Plus.

### **ROTARY POCKETS**

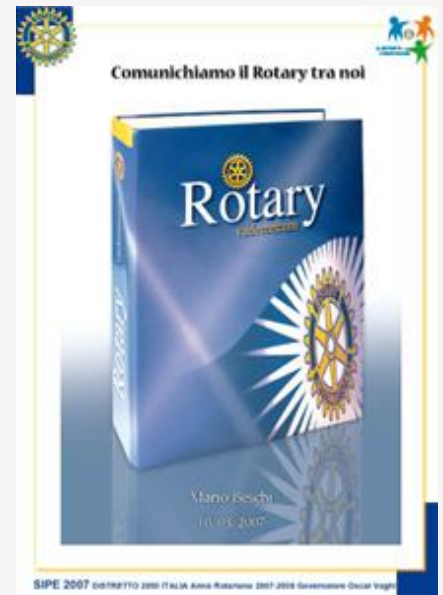


District 2040 and five other Italian Districts produced a series of 7 pocket books to communicate the following information

- 1) Club's PR agenda
- 2) Improve value of services through communication
- 3) How to set up a local press-office
- 4) Rules of writing brochures, invitation cards, press release
- 5) Organize a successful event
- 6) Web communication
- 7) Corporate identity

The information contained in the pockets helped the members to improve in communications skills and establish Rotary's public image.

**Rotary Binder by District 2060, Italy**



This binder is something which a Rotarian can have from the day they join and keep updating for the rest of their life in Rotary. It contains information of Rotary International and Rotary in Italy. It is also to be shown to those who are considering joining Rotary and as a media pack telling the media about who we are and what we do. One of the clever things about it is that if, for example, it was being shown to journalists, then only those pages they need to see would be kept in the binder. Other parts would be taken out if necessary.

**ROTARY PROGRAMS GAIN TOP PR**



The achievements of Rotarians in the programs, Rotary Oceania Medical Aid for Children (ROMAC) and Polio Plus gained excellent exposure for Rotary on prime time television in Brisbane and around Australia. Firstly, Channel 10, Brisbane, presented the work of ROMAC on the five o'clock news on Monday 20 August 2007. The one and three quarter minute coverage featured the Rasmidden sisters, who were horrendously burned on the island of Simeulue (Indonesia), with Associate Professor Roy Kimble, Head of the Burns Unit at Brisbane's Royal Children's Hospital and Duon Ngor (Cambodia), who had a facial tumour, with Dr John Arvier, maxillo facial surgeon, from the Wesley Hospital. Then on 4 September a 1 minute 45 second Polio Plus interview with Jenny Horton went to air on Channel 10's 5:00pm news to South East Queensland with a slightly longer version going to air around Australia on Channel 10's 11:00am news Wednesday 5 September.

Jenny currently has returned to Islamabad in Pakistan where she is involved in vaccinating children against polio.

Earlier this year, PP Jenny Horton (RC of Kenmore) received Rotary's International Service Award from PRIP Sir Clem Renouf for her work in polio eradication. This award is limited to 10 Rotarians per year world wide "The goal of banishing polio from the world at first seemed impossible, with at least 1000 new cases each day, but now much of the world is polio free, with only four polio endemic countries and a total of only 497 new cases this year world wide," Jenny said.

***Jenny Horton sits with Pakistani children who are now protected against polio.***

## ***TV Special in the Philippines***

---

"The television special for Rotary International District 3810 was a major event that highlighted what Rotarians were achieving under the inspirational leadership of Governor Lyne Abanilla.

*The special program showed that, in a very short time, Rotary service is making life more bearable for the poor and underprivileged. The program went to air, live, through the magic of cable television (UNTV37) shortly after 5 pm on Sunday, March 4. The program was a wonderful public relations exercise.*

The magic of Rotary was evident with many examples of how Rotarians give their all to serve those less fortunate in the Manila, Pasay, Cavite and Mindoro areas.

Governor Lyne was magnificent as she helped leader presidents explain various projects that "lead the way" to difference between hope and despair, illness and health, poverty and economic reprieve and joy and sorrow for so many people.

## ***EUROPE MEETS FOR ROTARY PUBLIC IMAGE***

---



The first ever continental meeting of Rotary International's Public Image Resource group - Europe - took place at RI offices in Zurich in September.

The meeting, chaired by Area Co-ordinator Bob Tomlinson from Scotland brought together PIRG Zone Coordinators covering all of continental Europe. The area of responsibility of the group runs from Portugal in the West to Moscow, down to Dubai and across Northern Africa - including Egypt.

The seminar focussed on resources for Districts and Clubs, the importance of using Rotary " days " - such as Polio Day and Founders Day - February 23rd 2008 - to help Districts and clubs concentrate their efforts on publicity. The seminar also discussed how a plan could be put into action to help membership, Foundation, Education and other Rotary Projects. It wouldn't be Rotary if the weekend did not include a great deal of fellowship - it flowed - literally - and it was agreed that the meeting was a great success. Any districts, clubs or individual Rotarians who have a PR topic they think should be discussed by the group or have advice from them should contact Bob Tomlinson at BTLenzie@aol.com. It is hoped that the next full meeting of the group will be in January 2008.

Area Co-ordinator Bob Tomlinson said, " We decided in advance not to cover old ground but simply to work on plans we believe we can deliver. That is the name of the game for our image. We felt there was little point discussing matters we couldn't deliver on. So it was a good meeting because we stayed focussed. The fellowship was - as we say in Scotland - "brilliant "

## ***YOUR BEST ROTARY RESOURCE – 32 ROTARY MAGAZINES IN 24 LANGUAGES ...***

---

The Rotary World Magazine Press – 32 Rotary magazines in 24 languages – has been acclaimed yet again as Rotary's most effective public relations resource tool.

Another bi-annual seminar was held in Los Angeles from October 8 to October 11, 2008, with almost 40 editors, management committee chairmen and members, and RI staff present.

The seminar was an outstanding success and all magazines in the world "stable" have shown marked improved since the Seminar in Copenhagen, Denmark, two years ago.

RI Public Image Resource Group General Coordinator Bob Aitken addressed the seminar on the various goals and achievements of the Group – and commended the magazine representatives on the important role their publications play in the ongoing promotion of Rotary International and its programs. He said the magazines remain RI's single best public relations and promotional resource tool.

He urged the magazine administrators to constantly encourage subscribers to make full use of the publications.

"Greater distribution and sharing of Rotary's magazines is a necessary Rotary club project – not just to the professional offices of doctors, dentists and lawyers but also to a range of community administration offices. Local government, politicians, motels, transport depots (buses, trains and aircraft) and business associates are all valuable outlets for sharing our magazines," he said.

Bob Aitken suggested that many more Rotary clubs and leaders need to consider purchasing special subscriptions of their appropriate regional magazines for libraries, exchange students, Rotary scholars, Rotaract and Interact clubs. He said clubs should also consider obtaining bulk supplies of regional magazines for distribution at community events, Rotary carnivals, and other special meetings – and for use in special kits to assist with the education of new members.

"Rotary clubs can utilize the magazines as a valuable means of attracting new members, simply by adding a label with the simple message – contact Joe Bloggs/Mary Smith for more information on your local Rotary club," he added.

The Public Image General Coordinator told the gathering of the success of RI Public Relations Grants program, the Billboard campaign, media training seminars and other initiatives. He especially highlighted the plans for Rotary Week leading into February 23, 2008 – and subsequent years – and distributed copies of 100 Ways to Celebrate Rotary Day.

Bob Aitken paid tribute to the outstanding quality of Rotary's world magazines and thanked all editors for their ongoing promotion work and outstanding support of various Rotary programs.

### ***Rotary Flags, messages seen by millions at San Diego Padres Major League Baseball games***

---



Millions of fans of the San Diego Padres Major League baseball team learn about Rotary when they go to the ballpark, thanks to the "Rotary Centennial Flag Court", which was a project of Rotarians in District 5340.

A 3-1/2-foot diameter Rotary wheel is proudly flown on a flagpole next to the American national flag.

Additionally, Rotary is given six opportunities a year before a scheduled ballgame to promote Rotary on the Jumbotron screen. Rotarians are recognized on the field on these dates. They raise the Rotary flag and throw out the first pitch and sing the national anthem.

There are 23 flag poles, each bearing Rotary identification and/or a plaque honoring a Rotarian or Rotary Club. The Four-way Test is displayed, as well as a large plaque describing Rotary.

Past Rotary International President Cliff Dochterman, who was present for the dedication on April 8, 2005, called the flag court, "Rotary's finest public relations project." The credit of this great project goes to Past Governor Mike Stelman of that district.

According to Zone 24 PIRG Coordinator Marty Peters, this is the only known project of its kind in the world. He also believes that others should be encouraged to think about adapting this for other smaller venues such as baseball fields, soccer fields and other sports venues around the world.

## ***RI DISTRICT 3810 SUPPORTS PROSTHETICS Center***



The Rotary International District 3810, specifically the Leader Presidents steered by IPDG Lyne Abanilla, the Physicians for Peace and the Philippine General Hospital have come to terms that millions of Filipino amputees are waiting to be gifted with a new lease of normal life through prosthetics. Late last year, three collaborators opened the modern day prosthetics center at the Spine Department of the Philippine General Hospital.

It could have been just another day for volunteer Rotarians, but it was no ordinary day because thousands of Filipino countrymen need artificial legs and millions would feel comforted by the commitment of these compassionate benefactors.

The pitiable conditions of victims of war who suffered from the catastrophic continuous fighting in war-torn countries has called the attention of Rotarians who have donated substantial amounts to fund the refugees' basic needs in the camps where they are evacuated.

The increased awareness of and easier accessibility to low cost but good quality of prosthetics services by our indigent amputees is proving to be a tremendous challenge to the Center as shown in the current data between years 2005-2007 which has screened about 1,435 amputees but has only served about 724 patients. Almost 50% of the amputees are on the wait list and the numbers are increasing day by day. The center houses a state-of the art machine which manufactures artificial legs at a faster speed, light and pliant that can be used by amputees as if they were their own adaptable to their specific needs.

***Photo Right - Two amputees are waiting for the opportunity to be fitted with prosthetics while being attended by surgeons.***

## ***ROTARY CLUB OF RAHA SULAYMAN VOLUNTEER FIREFIGHTERS INC.***



On July 1, 2007, the Rotary Club of Raha Sulayman-Manila (RCRSM) launched its flagship project, the ROTARY CLUB OF RAHA SULAYMAN VOLUNTEER FIREFIGHTERS INC., at a very symbolic place, the Rajah Sulayman Park in Manila, Philippines.

Well covered by the print and broadcast media, the launching of the RCRSVFI appeared like a district activity on that day. Highlighting the event was the support of the newly elected Manila Mayor Alfredo S. Lim in his first day of office . With around 200 people participating, composed of the directors, officers, members, Rotaractors, Interactors, RCC volunteers, families and friends of the Rotary Club of Raha Sulayman-Manila, the event culminated with a fire truck parade. Twelve fire trucks, 100 volunteers and firefighters paraded along the stretch of Roxas Blvd., Manila.

On its first official mission on July 5, the firefighting unit that always carries the name of Rotary and the 4-Way Test, responded to two fire incidents in the cities of Caloocan and Mandaluyong (north and east of Manila City) .

The volunteer fire truck has the Rotary International logo, this year's theme "Rotary Shares" logo, and the RCRSM club logo clearly marked on it. It serves as a mobile billboard of the Four Way test. Whether in action or in station, the fire truck clearly represents the Rotary, 24 hours a day, 7 days a week, 365 days a year. To date, the RCRSVFI fire truck was captured in-action several times on TV news reports and as well as a report in one of the leading Filipino newspapers, it was also published on the internet. Our fire truck now is better known as the Rotary Fire with Humanity in Motion, it is also a MOBILE rotary billboard.

## **OPERATION : HOPE IN MIND**



During the centennial year, the 18 French Governors held a "Action Dreams and Operation Cinema" movie premier and approximately 720,000 Euros was raised. This event was well covered by the news media and highly improved Rotary's public image in France.

It is in this spirit that most of the 2006/07 district governors decided to organize a similar event with the theme of "Espoir en Tete" (Hope for the Mind) dedicated to research of the brain. The movie selected for the premier on January 23, 2007 was "Moliere". More than 60,000 people attended the premier which was shown together with a short Rotary movie. About 600,000 Euros was donated to research for brain disease from the evening. Again, an overwhelming coverage was obtained in the news media and more than 100 clippings were collected.

### ***Rotary exhibits in Scotland's National Ideal Homes Exhibition***



Scottish Rotarians took part in Scotland's National Ideal Homes Exhibition at the Scottish Exhibition and Conference Centre in Glasgow, Scotland. Organisers of the exhibition said Rotary in Scotland had the best dressed volunteer. They said it gave the 60,000 visitors an instant insight into what Rotary was all about.

The stand had a display of Rotary projects such as Shelter Box, Aqua Box and Shoe Box, plus displays on Polio Plus. There was also a non stop showing of stories from Rotary Video Diaries.

Drew Hughes - Governor of District 1230 and Neil Fraser Past District Governor of 1230 were on duty as was Rotarian Bob Tomlinson - Area Co-ordinator Europe for PIRG.

Throughout the Exhibiton Rotary in Scotland reached agreement in principal to work with the Scouts organisation on eco-projects over the next year.

DG Drew Hughes said, " It has been a major step up for the district to have such a good display. It has been excellent for the image of Rotary and has shown the public who we are and what we do."

Photo shows Rotary in Britain and Ireland President Allan Jagger and Governor Drew Hughes - District 1230 in Scotland - at the Rotary stand at the Scottish Ideal Homes Exhibition.

## **TAIPEI SEES ROTARY IN CLEAN THE CITY CAMPAIGN**



More than 3,000 Rotarians, Rotaractors and Interactors wearing their Club vests with Rotary logo cleaned the suburban areas of Taipei city on "Clean the Earth Day" on September 15. This event was held jointly with the Good Neighbour Foundation aiming at increasing awareness on a clean environment.

As an annual event, the cleaning campaign has always projected Rotary as a responsible group who care for the environment and lead the way in cleaning up the city. It also served as a perfect education for the younger generation on the issue of environmental protection. Governor Jeffers Chen of District 3520 in Taipei commented, "It is so touching to see that Rotarians and their families, young and old, show such enthusiasm and support to this job and Share Rotary in our communities."

## **SHELTERBOX PROVIDES RARE GLIMPSE INSIDE NORTH KOREA**



An exceptional glimpse of life inside one of the world's most isolated regimes – North Korea – has been provided thanks to a disaster relief charity set up by a UK Rotary club.

ShelterBox specialises in providing emergency accommodation and other survival essentials to disaster victims. Aid is delivered in pre-packaged kits – 'ShelterBoxes' – each designed to help a family of 10 survive for at least six months.

The charity has just delivered 200 boxes containing tents and other equipment to the Democratic People's Republic of Korea (North Korea), after being asked by the country's government to help families left homeless by recent floods.

ShelterBox photographer Mark Pearson travelled with some of the boxes to Jigokri, a small village in the province of Kangwon – no more than 25 miles from the Demilitarised Zone (DMZ) that divides the North and South Korea. The area is extremely sensitive and very few visitors to North Korea are allowed beyond the capital Pyongyang, let alone within such a short distance of the DMZ.

Mark Pearson said: "We delivered the first 35 boxes to Jigokri. They'd had over 700mm of rainfall in less than 24 hours and a dam overflowed, washing away around 75 houses. Getting the boxes there was a challenge as there were very few trucks available and fuel is very hard to come by."

ShelterBox founder and chief executive Tom Henderson said: "First Steps has been working in North Korea

for several years to combat malnutrition in young children. The charity was founded by Susan Ritchie, a former translator for the Canadian government and has built up a good working relationship with the North Korean authorities there.

ShelterBox was set up by a Cornish Rotary club in 2000 and now has international affiliates established by Rotary clubs in six other countries. In August, HRH The Duchess of Cornwall became the charity's president.

As well as working in North Korea, teams from ShelterBox are currently delivering aid in Peru, Somaliland and Uganda. For more information about the charity's work call 01326 569782 or visit [www.shelterbox.org](http://www.shelterbox.org)

### ***Rotary Membership Initiative in New Zealand***



The posters and billboards were designed and produced as an initiative to promote Rotary and increase membership in the Auckland East area of D9920.

Five clubs - Howick, Half Moon Bay, Pakuranga, Botany East Tamaki and Somerville Howick, got together last year and applied for PR grants which they received. Of the 4 themes, Health, Literacy, Membership and RYLA, there are 4 supporting items plus one in production. The 4 supporting items are: Billboards, Posters, Pull-Ups and Advertisements.

Billboards are being placed FOC on key sites around the east of the city of Manukau, pull ups in shopping centres and advertisements in the local newspapers, which have circulations around the 80,000.

### ***SOUTH PACIFIC PUBLIC IMAGE SEMINAR***



Attended by Zone Coordinators Lyne Abanilla from the Philippines & Rob Crabtree from New Zealand as well as General Coordinator Bob Aitken this seminar was well attended by 26. These were made up of some District Governors, Past District Governors, District Governors Elect and District PR Chairman. The seminar was facilitated by Loryn Clark, Area Coordinator for South Pacific. The third member of the South Pacific PDG Zone Coordinator Judy Magub was unable to attend as she was away on other Rotary business.

Speakers were the wellknown journalist Helen Taylor writer for a large metropolitan newspaper and regular ABC Radio celebrity, Adam Jacoby a young entrepreneur as well as Bobby Galinsky, a film producer.

These speakers gave us some new concepts to consider in making full use of the internet to "get ink"

***(Left to Right) District PR Chairman Ted Latta from District 9600 and PDG Zone Coordinator Lyne Abanilla***

### ***PR Grants Update***

---

The deadline for submission of the PR Grants 07-08 was on October 8. Thanks to the efforts of the zone coordinators in promoting the program, around 300 PR grant applications were received.

This year, the review and processing of the grants are as following:

1. District governors received an email noting that their applications had been received. If a district governor has a query, they should contact [prgrants@rotary.org](mailto:prgrants@rotary.org).
2. Each application will be reviewed to check that it is complete. If an application is missing key elements, the district governor will be contacted for the missing information.
3. District Governors will be notified of the final decisions in mid-December only if applications are in order or missing information was provided in a timely manner.
4. Reimbursements for approved applications must be submitted by 1 June 2008.

### ***Over 100 at PR Seminar in Manilla Philippines***

---

District Governors, Past District Governors and District PR Chairmen took part in a well attended PR seminar on 28 October in Pasay City Manilla. Area Coordinator Loryn Clark was very impressed by the number of outstanding PR projects presented. One which resonated deeply was the Rotary Campaign Against Child Pornography in the Philippines with a Community Hotline

The Seminar was masterminded by Zone Coordinator PDG Lyne Abanilla and managed by her outstanding PR team.

### ***Asian Area meets for PIRG Training***

---



The zone coordinators for Zones 4, 5, 6 and 9 met in Hong Kong for the Public Image Resource Group training in August and shared great success stories from different districts. Past Governors Jason Yeung, Zone Coordinator of Zone 4, played host to a great training convened by Assistant General Coordinator Pauline Leung from District 3520 Taiwan and chaired by Area Coordinator Hisao Taoko from Kyoto, Japan.

Other participants included Past Governors AC Peter from India, Akhtar Alavi from Pakistan, Hoe Beng Fong from Singapore and Yung-Hwan Chung from Korea. Also attending from RI were Director Elect Jackson Hsieh and Howard Chang, media specialist of RI's public relations department.

Past Governor Peter Wan from Hongkong joined the afternoon session to present a public image project launched in the district earlier this year. Tourist maps containing Rotary information and directions to Rotary Landmarks were produced and given away to visitors of this Special Administrative Region of China.

Problems, challenges, threats and solutions of Rotary's public image in Asia were discussed.

Governor Peter Wong, Governor Elect Albert Wong and Governor Nominee Ada Cheng from the host city were also present. All in attendance agreed that Rotary has such good ingredients and needs reaching out to our target audience to maximize Rotary's public image.

## **YOUR PUBLIC IMAGE RESOURCE GROUP 2007/8**



Striving for consistency, RI President Elect Wilf Wilkinson has appointed an almost unchanged Public Image Resource Group to continue exciting new programs in the 2007/2008 Rotary year.

The only change.....well known Scots Media personality Rotarian Bob Tomlinson replaces Martin Moloney of Ireland as Area Coordinator for Europe. in this year's line up.

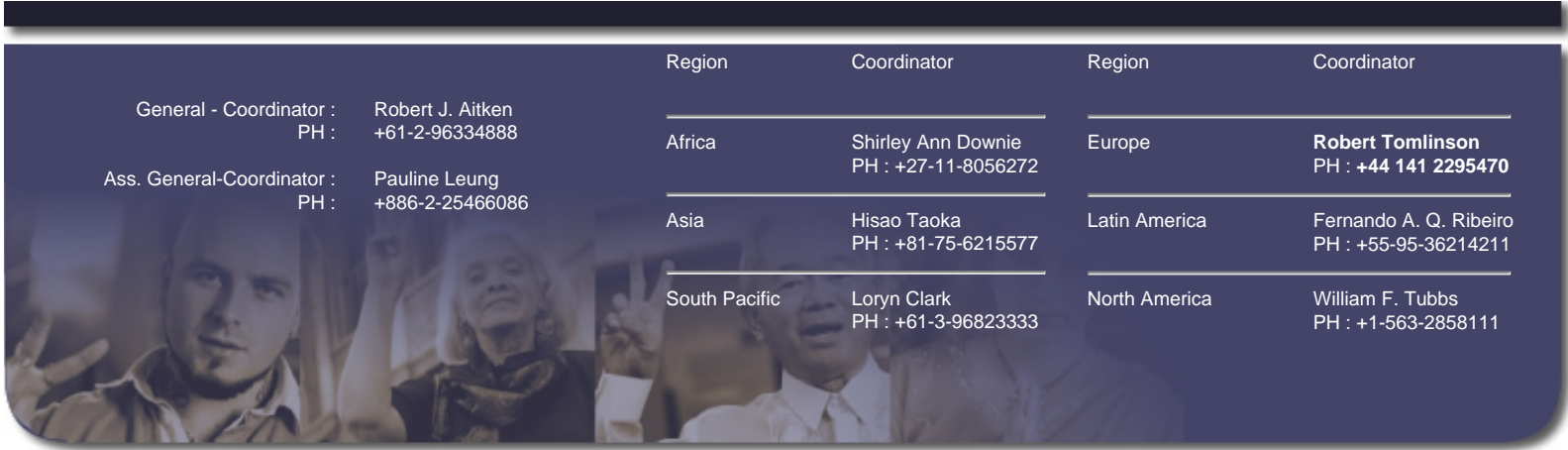
All members will be supported by Zone Coordinators who will in turn communicate with District Public Image/ Relations Chairmen in all Zones

International President Elect Wilf Wilkinson is shown here with the Rotary International Public Image Resource Group for 2007/8. These Area Coordinators, met in early May 2007 for a briefing at One Rotary Center, Evanston. They in turn briefed their Zone Co-ordinators and district PR Chairman early this Rotary year.

*Left to right: RI President Elect Wilf Wilkinson, Pauline Leung Member of the Rotary Club of Taipei Pei-An (Asst. Gen. Coordinator) , Loryn Clark (South Pacific), Member of the Rotary Club of Albert Park Shirley Downie (Africa), member of the Rotary Club of Midrand, Bill Tubbs (North America), member of the Rotary Club of North Scott, Hisao Taoka (Asia), member of the Rotary Club Kyoto-Fushimi, Bob Tomlinson (Europe), member of the Rotary Club of Kirkintilloch , Fernando Ribiero (Latin America) member of the Rotary Club of Boa Vista-CCARI and Bob Aitken General Coordinator Member of the Rotary Club of Lower Blue Mountains*

## **Headlines for Columbian Rotary clubs**

Rotary clubs in Columbia also coordinated a press event that received national coverage in Columbia. The Rotary Club Medellin El Poblado donated wheelchairs to a Columbian nonprofit organization that provides support to soldiers injured in combat or by landmines. The Rotary club and its project partners organized a dedication event and presented a wheelchair to a former Columbian army soldier who lost his leg. The project received widespread publicity, including a story in The Colombian newspaper



Having trouble reading this newsletter? [Click here](#) to see it in your browser.  
You are receiving this newsletter because you signed up from our web site. [Click here](#) to unsubscribe.