

New Public Relations Committee Aims to Make a Difference in Improving Rotary's Image

A newly-formed Rotary District 7450 Public Relations Committee has just begun operating in 2010 with three objectives: the intention of improving understanding among the general public of Rotary's mission and objectives; creating greater awareness of Rotary's events, goals and ideals among our own club members; and providing assistance to any clubs that need help in their public relations campaigns.

The Rotary District 7450 Public Relations Committee meets quarterly. Its members are: Joe Batory, chairperson; Jay Childress; Paul Quintavalla; John Forer; John Steele; Laya Charlestein; Joan Toenniessen; Sue Casso; Rick Berger; and Cynthia Ericson.

Chairperson Joe Batory has noted that District Governor Al Marland has given his approval and best wishes to this newly formed committee. The Rotary District 7450 Public Relations Committee will often function as a "committee of the whole," but the committee has also agreed on the establishment of three subcommittees to prioritize three areas which are:

- 1. Improving Rotary's Image via External Publicity**
- 2. Promoting Greater Internal Awareness among our own Members about District 7450 Events and Activities as well as the Rotary Mission, And,**
- 3. Assistance to Local Clubs to Improve their Public Relations Capabilities and Expertise**

A number of agenda items have already been set in motion. One activity is an effort by various committee members to *personally* distribute Rotary International's "Humanity in Motion" materials to the major news outlets in Greater Philadelphia is targeted at obtaining some "free" public service spots on television and/or radio.

The committee is also seeking to develop and make available two seven or eight foot high "pop up" Rotary District 7450 signs which are highly mobile and can easily be displayed at District 7450 events and activities and/or can be loaned to local clubs for Rotary related activities. These should be ready for use by springtime.

In yet another area, in conjunction with the major public relations "awareness" campaign of *Rotary International*, Joe Batory has been able to once again engage the PECO Crown Lights display for a "free" motion display on Tuesday, February 23, 2010 (There is of course no guarantee that this will happen). February 23 is the day that Rotary's "war on polio" will be accented internationally, including messages on many iconic structures around the world. Hopefully, the "End Polio Now" campaign will glow above Philadelphia on February 23.

Finally, the public relations committee is planning to apply for a Rotary International grant in June of 2010 (Notice of successful grant applications from RI will occur in October of 2010). If successful, this would involve \$8000.00 of public relations expenditures by Rotary District 7450 in our area with \$6000.00 subsequently reimbursed by Rotary International.

"This new Public Relations Committee for District 7450 is an idea whose time has come," said Joe Batory. "We have lots of talented people determined to make a difference in creating much better understanding of what Rotary is all about and what it stands for. We intend to make a difference!"