



humanity in motion

From the District Communications Committee
13 February 2008

rotary in London/district 1130
district governor Colin Mathews

RAISING ROTARY'S PROFILE

Are you proud of what your Club has achieved in terms of PR, do you frequently receive coverage of your activities in the press? Have you promoted Rotary's public image in the community through a club project or event? Do you have a Club website that you want to show off? Is your Club Bulletin a cut above the rest?

The Communications Committee is again running the ROTARY IN LONDON DISTRICT PR, WEBSITE AND CLUB BULLETINS COMPETITIONS. So make sure you enter your Club this year.

SOME RULES FOR THE PR COMPETITION:

Your application should be accompanied by a dossier, supported by press cuttings, showing coverage your Club has received in the media, photographs, video, broadcast material or any other relevant documentation. If you have a campaign that has run over a few weeks, let us know what that has achieved. If you have a community newsletter or other publication that you distribute to the local community, send us a copy.

SOME RULES FOR THE BEST WEBSITE COMPETITION

District Webmaster Dick Nathan has set out four purposes when judging Club Websites in the competition. The website should:

1. Allow the public to find and make contact with a Rotary Club in their locality.
2. Encourage and develop the interest of the public in their local Rotary Club, in Rotary in the District, in the Country and the world.
3. Provide information and resources to the public as well as members of the Club and to other Rotarians.
4. Shine a favourable light on Rotary International, on the Rotarians and on the work done by Rotarians in the communities they serve.

The committee welcomes entries from Clubs using their own or the RIBI-hosted website.



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SOME RULES FOR CLUB BULLETIN COMPETITION:

Send in at least three of your Club Bulletins from the past year. Let us know some background information about the Bulletin, whether it is just for the Club or distributed elsewhere.

DEADLINE: EXTENDED TO THURSDAY, 13TH MARCH, 2008. THIS IS THE DATE OF THE ROTARY IN LONDON COMMUNICATIONS RALLY AND CLUBS CAN BRING ENTRIES ALONG TO THE RALLY AT ROTARY IN LONDON HEADQUARTERS, 6 YORK GATE, LONDON, NW1 4QG, STARTING AT 6.30PM. Winners will be announced at the following District Council Meeting and featured on the District website and in the Rotary in London magazine.

You can also send entries by email to: prcomm@rotaryinlondon.org or by post to Rtn Eve Conway, District Communications Chairman, details as per page 18 of the District Directory.

I LOOK FORWARD TO RECEIVING YOUR ENTRIES.