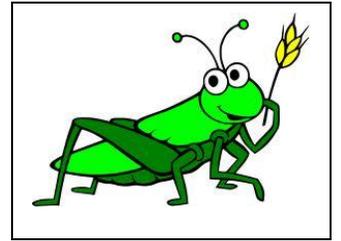




# 2013 5160 PR Summary



All you *really* need to know about PR for now, along with **Edi's PR Tips!**

(<http://www.directory-online.com/Rotary/Accounts/5160/Downloads/0/membership%20pages%20files//Edi%20Easy%20Do%20It%20Stuff.pdf>)

1. **RI has gone PR crazy;** they are investing time and money like never before. Your clubs and our district can and should benefit from this situation for as long as it lasts.
2. Every Rotary club is **autonomous** and has to do its own PR to suit its own specific needs and situation. Nobody outside your club can tell you what that may be, but there is a growing network of district/club level PR people ready to help you with your needs. But, RI has really great stuff at: <http://rotary.synapticdigital.com/> (media center) and at: <http://www.rotary.org/myrotary/en/projects> (the Rotary Showcase to share your club stories, if you can get access on the new RI web site).
3. Each club really needs to have a two-year Club PR Chair/Committee; please send their contact info ASAP to 5160 PR Chair Bill Randall: [Randall2U@astound.net](mailto:Randall2U@astound.net)
4. Every club already has a **"PR Kit"** and there are heaps of wonderful PR materials/info (taken from the best of the RI materials) all organized and archived for your club on our own district web site at: <http://rotary5160.org/district-information/public-relations/>
5. We have designed and built an *extensive* "outward facing" web site for public education/new member recruitment. Please check it out at: [www.contactRotary.org](http://www.contactRotary.org)
6. We have been awarded a **\$48,000** three-year RI District PR grant to create a "fleet of car wraps" that 5160 District Rotarians will use to cruise to our clubs' activities to help you advertise and for photo-ops for your club to post on your web sites, in your newsletters, and on all your appropriate Facebook pages! You can view our Rotary car wraps at: <http://www.iconographystudios.net/rotary-drives-message-with-fleet-graphics/#more-5957>



Questions/ideas? Bill Randall 5160 PR Chair: [Randall2U@astound.net](mailto:Randall2U@astound.net) 925-932-7639 H  
Edi Birsan 5160 PR Co-Chair: [EdiBirsan@astound.net](mailto:EdiBirsan@astound.net) 510-812-8180 C

## Seminar Round Table Topic Suggestions:

1. Got PR success? What has worked well for your club PR?
2. No got PR success? What hasn't worked well for your club PR?
3. "Raising your Elevator Speech" How to use, but not abuse a captive audience! Make it personal and real, not statistical!
4. What in the world is ROI? Attendance/Donations/New Members?
5. Carpe Diem! Grab 'em like there's no tomorrow and **keep 'em!**
6. Target audiences! Younglings, Workers, Retirees, Baby Boomers?!
7. Twist and Shout, where's the clout? Speaking with authentic authority! Sharing your personal enthusiasm and joy in Rotary!
8. Exploring the RI PR Toy Box! Yours for the taking!
9. What plays in Peoria, stays in Peoria? Keep it local!
10. Other stuff, ideas, suggestions, topics?