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The Following should be downloaded as needed from <http://www.rotary.org/club/prtools/index.htm> for the latest information and inserted at the end of your book:

- Rotary International Fact Sheet
- Rotary Figures At A Glance
- The Rotary Foundation Fact Sheet
- Sample News Releases

Introduction to Rotary District 7260 Public Relations Manual and Guide

The purpose of this material is to give you the Rotary Club and your Club's Public Relations Chair the necessary tools and guidelines for establishing effective public relations program. Rotary Club's in Suffolk County are encouraged to begin to plan your Club's public relations program and to set objectives and then to execute that plan to make public relations work for you and your Rotary Club. Suffolk Rotary Clubs should plan a minimum of one press release a month. It is recommended that Club presidents sit down one on one with their club chairman, and outline expectations for public relations ahead of time. For instance, the club chair might prepare (based on last year's redundant projects) both media advisories and draft press releases well in advance, so that with the simple insertion of photos, and minor altering of text, the releases will be relatively effortless.

Your Rotary club must invest in a 3.0 megapixel digital camera. Your Rotary club must make sure that guest speakers are photographed in front of your club's banner, and that the releases, go out on a consistent basis. Your club pr chair, should invite reporters to meetings, where you have an "especially newsworthy" speaker. Remember Rotary is providing an attractive "bully pulpit", for speakers to espouse their information.

Rotary District 7260 public relations is the business of gaining and holding public understanding and support. It is essential that your pr chair understand at minimum, our District's ongoing projects, and those of Rotary International. It is essential that the club PR chair be well versed on Camp PaQua Tuk, The Gift of Life program, Pollo Plus, Ambassadorial Scholars, RYLA, Interact, The Rotary Foundation, and of course all of your club's projects and activities as well. Rotary is a forward looking organization, that constantly seeks to improve the tomorrows for people on this planet. That deserves a best effort to let people know about how we are creating a better world.

It is important to always inform your membership about what the club is doing and I strongly suggest copying your club by email withal photos and write ups, that you send to the media. Many times, the Rotarians themselves are heartened and reinforced, by seeing themselves photographed, and observing a recanting of their accomplishments. The club pr chair, can have a great effect on the morale of a Rotary Club.

The term public relations is derived from two Latin words- publicus (people) and relatus (to carry back, refer, relate). The term itself has many definitions, but probably the simplest and most business-like would be to say "public relations are all the activities connected with interpreting and improving the relationship of an organization with the public."

It is important that the club pr chair be computer literate, Press releases should be broad stroked and sent to a wide variety of media forms, beginning in your local area. Include sending them to all local papers/tv stations/radio stations/local government/your interact clubs/local organizations/your membership/Newsday/New York Times etc.

Planning Your Club's Public Relations Program

As you begin planning your Rotary Club's public relations program, carefully read the Rotary International Public Relations material, it changes often and some of it has been included here. Ask yourself these questions:

- What "image" does Rotary portray in your community?
- What is Rotary's "image" with public officials? With young people? With prospective club members? With the media? With the average citizen in your community?
- What image does Rotary portray to Rotarians themselves?

Next, look at your Club's activities. Make a list and then look back to see what kind of coverage these programs have received in your community, or should have received. The answers to these will then help you set objectives and develop an action plan for your path in the future.

Keep in mind that "Rotary's 'true image' is one of service, fellowship and high ideals. A well-planned public relations effort will increase understanding and appreciation of what Rotary is and what Rotary does, and will be beneficial to Rotary's growth does—both in your community and around the world—will enhance and improve the ability of Rotary to add new members and continue to perform service to humanity."

In telling your Rotary Club's story remember the words of Paul Harris who said **"In the promotion of understanding, it is important to reach large numbers—non-Rotarians as well as Rotarians—and you cannot reach large numbers privately."**

As you begin the Rotary Club year, remember the need to blow your own horn. As W.S. Gilbert of the Gilbert and Sullivan team put it:*

**"If you wish in the world to advance-
your merits you're bound to enhance;
you must stir it and stump it,
and blow your own trumpet,
or- trust me- you haven't a chance."**

*From "Ruddigore"

PUBLIC RELATIONS PURPOSE AND OBJECTIVES

“The communicating link between Rotary’s performance and public appreciation is the work the Rotary Public Relations Team. The Team goal is to assist the Rotary Clubs in informing the public and Rotarians of the many fine services performed by Rotary. The Rotary PR Team will encourage Club Presidents and Club Public Relations Chairs to develop a public relations program for the Rotary Club and will provide guidance on how best to implement the program and favorably communicate Rotary Club activities to the public and Club members.

Purpose of Rotary Public Relations

The purpose of Rotary’s public relations at the International, District and Club levels is to foster understanding, appreciation and support for the Object and programs of Rotary. At all levels the public relations program should promote awareness among all Rotarians that good publicity, favorable public relations and positive image are desirable and essential goals for Rotary if it is to achieve that purpose and broaden its service to humanity.

Responsibility of the Rotary Club in Public Relations

During the Rotary Club year, each Club should set goals to achieve the following objectives:

1. Maintain positive news media relations;
2. Seek publicity for successful service projects and activities which illustrate Rotary’s aims and accomplishments;
3. Cultivate the understanding of community leaders, young people and other special interest groups who should be aware of Rotary, its Object, scope of programs and activities;
4. Utilize The Rotarian, Rotary regional magazine and other promotional tools and techniques to promote Rotary’s aims and accomplishments within the community;

5. Take positive steps to prevent or correct any attitudes within its community, or conditions within the Club, which may harm Rotary's reputation and limit its effectiveness.

Attracting New Members to Rotary through Public Relations

Every Rotary Should:

1. Find ways and means of increasing the appeal of Rotary to the growing number of young persons who are occupying positions of responsibility in business and other professions;
2. Take measure to have appropriate weekly club programs better reported and identified with the object of Rotary;
3. Consider adopting more sharply focused activities as a means of providing greater public relations impact.

Public Relations and Club Projects

It is desirable that every Rotary Club sponsor a major community service activity each fiscal year.

A service project well carried out is considered one of the best methods for extending the public understanding of Rotary. Therefore, it is essential to the public relations of Rotary that Clubs actively seek to inform the public about projects well performed by a Rotary Club.

HOW TO WORK WITH THE NEWS MEDIA

Get to Know Your Editor

Probably the most important suggestion for you the Rotary Club president and your Club's Public Relations Chair is to get to know the editor of your local newspapers as well as the news director of your local radio and television stations. Tell him/her about your Rotary Club and its community activities as well as about Rotary International and its many programs. Let him/her know that anytime a question arises about Rotary that he/she can call you for information. This may best be done by a coordinated effort of several local clubs rather than each club trying to establish a relationship. Think strength in numbers. (**Note:** See below, an informational sheet from the Contra Cost Times, "**How to Give Us News We Can Use.**")

How to Give Us News We Can Use

News we can use

Congratulations! You've been named publicity chairman or chair woman.

Contra Costa Newspapers, Inc wants to help you get out the word. They have prepared this section of our handbook to help you improve your writing skills. They explain what is-and isn't news. They'll also help you get your news to the right person and into the right newspaper. Your job is to present accurate news of your organization. You'll improve your chance of communicating well if you're organized, write briefly and meet dead lines. However, it's important for you to understand that news space is different in each day's or each week's newspaper. Many stories compete for that space. Unexpected events can change the content of our news columns at the last minute.

Newspapers try their best to get your news in, but please understand, they never guarantee publication. (Although written for the Contra Costa area Newspapers this same information applies to most areas.)

What's newsworthy?

When preparing your news release, ask yourself this question: "If I were not a member of my organization, would this information be of interest to me?" If your answer is "yes," then your information is news. If your answer is "no," then it isn't news.

The greater the circulation of the newspaper, the more your press release must compete for news space. In a countrywide, general interest newspaper like the Contra Costa Times, editors must balance your story with news of the world, the state, the Bay Area and 12 Contra Costa and Solano County cities.

If your news primarily affects people within a specific geographic area, you may decide that one of our regional dailies or weeklies, such as the San Ramon Valley Times or the Concord Transcript, is a better place for your story.

The following are some of the items considered newsworthy. In general, editors will be more interested if the event takes place within their newspaper's circulation area.

- Upcoming and unusual events
- Fund-raisers
- Member participation in local, national and world affairs
- Projects which help your community or others
- Outstanding speakers
- Awards won or given
- Competitions with other groups
- Interesting or unusual achievements by group members
- Forums about public or civic issues
- Volunteer opportunities

Writing your news release

The following will help you gather information and write a good news release:

- **Who** are the people involved in the story? Who's speaking? Who's being honored? Double check the spelling of each name. Don't guess!
- Use the first and last names of both men and women. We cannot use names listed as "Mrs. John Jones." It must be "Jane Jones."
- Give the full name of the organization or group involved, not just its acronym.
Example: Animal Rescue Foundation, not ARF.
- **WHAT** is happening? Describe briefly the activities planned. Due to U.S Postal Service regulations, we can't publicize door prizes, raffles or lotteries.
- **WHEN** will the event take place? Include time and calendar date. Double-check the date on a calendar.
- **WHERE** will the event take place? Give a complete Street address. For example:
Halfway Home Nursery, Room 3, 1212 Fifth St. Concord.
- **WHY** will the event take place? What is the story behind the event?
- **HOW** did this event come about? Is there a special sponsorship of the event?
- **HOW MUCH** If there's an admission price, include it. If prices differ according to age or membership, include that also.
- **CHECK YOUR FACTS!** Time, place, date, and spelling of names must be correct.

Writing Tip

Keep your news release brief and to the point. Omit adjectives and personal opinions. Keep the release simple and direct. The best words are simple ones. Use active verbs when possible for variety and impact. The content of your release should follow logical order.

Putting your news release on paper

1. Your release should be typed double-spaced or printed on one side of 8-inch x 11-inch paper. Odd sizes are hard to handle and easily lost.
2. include the name of your organization, your name and organization title, your organization's address, your daytime phone number and the date you wrote the release in the upper left corner of the first page. For Example:

**Halfway Home Nursery
Janice Dean, Director
1212 Fifth Street
Concord, CA 94521
982-8259
April 4, 2000**

Subsequent pages should include the organization name and a page number at the right-hand corner of each page.

3. In the upper right hand corner of your paper, write or type the date of the day the release can be published. For best results, news releases should be received two to three weeks prior to the **DATE OF PUBLICATION**. Check with each newspaper, however, as deadlines vary.
4. Type or print (MORE) at the bottom of the page if the story is continued on the next page.
5. Keep a copy of your release.

Sample news release

WHO: American Red Cross
WHAT: CPR Saturday
WHEN: 8 a.m. to 4 p.m. Saturday, March 14
WHERE: 1300 Alberta Way, Concord
COST: Free
PHONE: 1-800-894-CPR (1-800-894-4277)
SPOKESWOMAN: Jackie Wright, external affairs associate, 1-415-202-0661

The American Red Cross wants Bay Area residents to spend a few hours learning to save lives. During "CPR Saturday," the Red Cross will teach free, two -hour classes in rescue breathing and cardiopulmonary resuscitation, or CPR. The self-paced course will be offered continually from 8 a.m. to 4 p.m. March 14 in nine Contra Costa cities, including

Red Cross offices at 1300 Alberta Way, Concord. Classes are also available in Spanish and Cantonese in other Bay Area locations.

Rescue breathing and CPR are used to help revive people who have stopped breathing or whose hearts have stopped beating because of illness or accident. More than 75% of cardiac arrests occur at home with family and friends nearby, said Red Cross spokeswoman Jackie Wright.

To reserve a class time, call 1-800-894-CPR (1-800-894-4277).

Submitting your news release

Your release can be mailed or hand delivered to the newspaper office. Mail it at least five days before the due date. Email your release to a set email grouping in your computer.

Calendar notices and routine announcements should be submitted at least two weeks in advance of publication. If you're unsure when these items are published, call the appropriate editor. Better yet go through a week's worth of papers, or two or three issues of a weekly paper. Check when these items are normally published and in which sections. The public library keeps back copies of most Contra Costa newspapers.

If you think your event would make a good feature story by one of our reporters, contact the appropriate editor two to three weeks in advance.

Contra Costa Newspapers publishes five daily newspapers and seven weeklies in Contra Costa, Solano and Southern Alameda counties. Consider carefully which newspapers are most likely to be interested in your information. Send each of these newspapers a copy of your release. It's OK to send a duplicate press release to more than one editor, but be sure to indicate this in a cover letter. Consult the list of editors' names included with this handout. If you're unsure who should receive your news release, call the newspaper and ask for the head of the appropriate department.

News Tip

The best time to call editors of morning newspapers is in the morning. The best time to call editors of afternoon papers is in the afternoon. The best time to call the editors of weekly papers is Thursdays and Fridays.

Photographs

When writing your release you can request a photographer to take pictures. Keep in mind photo space is limited.

Use the following guidelines in your request.

1. Make photo requests with a specific editor 10 days in advance of the event or date of desired publication of news release. Don't assume a photographer will come unless you've made arrangements with the appropriate editor.
2. Describe briefly which activity you think will make a good photograph. Have an idea beforehand who will appear in the picture. Use no more than three people and having the subjects doing something to illustrate the story. Have all props ready.
3. If a good picture possibility crops up suddenly, call us. If we have a photographer available, we will try to get one to the story's location on short notice.
4. Most of our daily newspapers only use photographs taken by staff photographers. Some weeklies accept photographs submitted with press releases. Check with the editor to whom you're sending the release before including photographs.

Editors prefer black and white photos with a high gloss finish. Color photos are acceptable but don't reproduce as well.

Identify the people in the photo from left to right on a separate piece of paper. Attach the sheet to the bottom of the photograph. Be sure to check for correct spelling of names and titles.

In most cases, photos **CANNOT** be returned. Old or valuable photos are sometimes used, but special arrangements must be made in advance with an editor. Even then, we cannot guarantee their return.

More News Tips

1. Have only one person handle your publicity. More than one person can cause confusion and conflicts.
2. Keep a current list of your organization's membership with correct spellings of names, titles, addresses and telephone numbers.
3. Take notes as the story is happening or while the event is still fresh in your mind so your facts will be correct.
4. If you use a direct quotation, make sure it is accurate and enclosed in quotation marks. If you're not sure and cannot quote exactly, summarize the speaker's remarks and leave off the quotation marks.
5. We ask for your courtesy and professionalism when dealing with our staff. We will afford you the same.
6. Be prompt. If you are meeting with a reporter, editor or photographer, don't be late and have all the facts or other materials ready.
7. If a reporter or photographer has an appointment with your guest speaker, don't have the speaker tied up at the time of the interview. Our staff's time is valuable too.
8. Don't commit your guest speaker to an interview unless he or she consents in advance. If possible, supply the reporter with a biographical sketch of the speaker in advance to eliminate unnecessary questions and save time.
9. When calling editors, make your conversations brief and to the point. It's better to make an appointment for a face-to-face meeting than just "dropping by."

Deadlines

Newspaper deadlines are not flexible. When one reporter or editor falls behind, an entire chain of newspaper employees falls behind as well. The result is a late paper and irate customers.

Different sections of the newspaper have different deadlines. Different newspapers have different deadlines. Feel free to call the appropriate department editor well in advance to find out which deadlines affect your press release.

It's in print!

If you've followed these instructions, there's a good chance your information will appear in a timely fashion. Don't ask an editor to call you when it will be in the paper. An editor may be able to tell you approximately when your story will be printed, but you must check the paper yourself. If you want extra copies of that day's paper, call the circulation department as soon as the story appears to buy extra copies. You also may obtain copies of a photo taken by our staff after it has appeared in the newspaper. For legal reasons, photos taken but not printed cannot be given out or sold. We don't charge to take photographs, but we do charge to make extra prints. Call the editorial clerks at the newspaper in which the photo appeared to make purchase arrangements.

Getting it right!

You'll have a better chance of getting your message to the public through the media if your news appeals to a broad spectrum of people and is presented in the best possible form. Mistakes do occur occasionally. If you find one, call us and let us know. Once we verify the mistake, we'll run a prompt correction if needed.

Contra Costa Newspapers, 2640 Shadelands Dr. Walnut Creek, CA 94598
925-935-2525

Give Your Editor the Facts

How good your relationship will be with the news media is entirely up to you. It is essential that a reporter or editor know that they can depend on what you say. Never fail to keep a promise or appointment with a reporter. If a reporter calls you for additional details on an article, give them to him/her accurately. If you don't have the answer to a question, tell him/her you'll get it and then call them back as quickly as possible. The reporter will appreciate it, and you can be sure that if a problem about Rotary should arise in your hometown he/she will probably check the facts with you before printing the story.

Advertising is Separate From News

DO NOT PRESSURE YOUR EDITORS for publicity because members in your Rotary Club are advertisers. This method will create ill will- and even if you succeed the first time, you probably never will again. Remember that the city editor, business editor or news director always welcome a local businessman with a usable story to tell.

Include the News Media in Rotary Activities

In addition to providing the news media with articles about your Club's activities and maintaining positive news media relationships, we would encourage you to include the news media in your Rotary Club's programs and activities. Here are just a few suggestions to involve the news media in your Club's program:

- Invite the editor to give a talk to your Club on the role of the media.
- Sponsor a discussion group comprised of Rotarians, community leaders and news media personnel to examine community problems and opportunities, and how the various groups can best work together to enhance the community.
- Sponsor a seminar for community organizations during which news media personnel present a program on how to best work with the media, how to write a news release, etc.
- Establish a Rotary Club award for young journalists in high school and college for the purpose of broadening their experience.
- Increase your Club's efforts to bring representatives of the news media into Club membership.

How to Use the Fill-In Model

NEWS RELEASE IN THIS MATERIAL

1. Re-type the release on your Rotary Club's letterhead (inserting information applying to your Club whenever a parenthesis or underlining appears on the model news release). Double-space everything. Provide plenty of room for editing and use only one side of the page. Note at the bottom of the page if the release ends the pound sign centered as follows: # # # #, or if the article continues use the word more as follows: -- more--,

number additional pages and show that the release is continuing by adding a keyword or phrase from the headline as follows:

(NAME) ELECTED PRESIDENT
OF ROTARY CLUB OF (NAME)
June, 200_
ADD 1

2. Be sure to include the heading as suggested on the model news releases. **Editors won't use the release unless they know who sent them.**

- a. List the name, address and phone number of someone to be contacted for additional information. Be sure that person is available and ready to answer questions.
- b. Use **FOR IMMEDIATE RELEASE**, unless you want the story to be published at a particular time. In that case use the date the story should be published or broadcast – **FOR RELEASE ON Wednesday, June__,200_.**
- c. Always use a headline for the news release typed in **CAPITAL LETTERS** as follows:

(NAME) ELECTED PRESIDENT OF THE ROTARY CLUB OF (NAME)

3. Make enough copies for all your daily and weekly newspapers, radio stations and television stations.
4. Include more information, if it is applicable. Quote the Club president or committee chair whenever possible.
5. Send your news release to the attention of Business Editor, Feature Editor or News Director.
6. Send photographs, if possible, of the newly elected president, or presentation, etc.

A 5"x 7" glossy photo will generally serve the purpose. Depending on the event, call the editor to see if the newspaper might be interested in sending a photographer to take pictures.

7. Use the NEWS RELEASE INFORMATION and BIOGRAPHICAL INFORMATION forms to gather the necessary information to help you prepare your release.
8. In writing your news release always remember to include the **WHO, WHAT, WHEN, WHERE and WHY.**
 - a. Who is sponsoring the event?
 - b. What is the event?
 - c. When is the event—date, time
 - d. Where is the event—location, costs?

Where You Can Get Help?

The Rotary Public Relations Team is available to assist you in the development of your public relations program. Members of the Team are members of the Clubs in Contra Costa County. They will be in touch with your Club's public relations chair on a regular basis. A current list of the PR Team members and their Clubs is available on request. Feel free to contact them for advice. ntennisplayer@aol.com

R Nathan 666-6130

Remember, blow that trumpet for Rotary!

ROTARY CLUB OF (NAME)

NEWS RELEASE INFORMATION FORM

WORK SHEET

Title of news release: _____

Date news release is to be issued: _____

Name, title of contact person: _____

Phone: Office- (____) _____ Home- (____) _____

(WHO) Name of event: _____

and who is sponsoring the event: _____

(WHAT) What is the event: _____

(WHEN) Date of event: _____

(WHERE) Location of event: _____

Admission charges: Adults: _____ Children: _____ Seniors: _____

(WHY) Why is the event being held: _____

Special features of the event: _____

Ages that would be interested in the event: _____

Entertainment, food, booths, games, etc.: _____

Who will profit and how will funds be used: _____

Include background information on the sponsoring organization (Rotary Club, others)
When Club was formed, number of members, main function or activities, when and
where the Club meets, etc.

NOTE: This form should be adapted to suit your Rotary Club's particular needs.

NEWS RELEASES

FILL IN MODELS

Examples are on following pages.

These are very general.

We strongly recommend that you visit the

<http://www.rotarycoco.org/prtools/index.html>

Or

<http://www.rotarycoco.org/prindex.html>

sections to find an example of a recent news release that best fits your announcement.

Club Fact Sheet

Each Club should have a Club Fact Sheet to provide background information on your club. This is information an editor might use to clarify what your club is about as space permits.

Make sure this up dated each year.

Suggested news release on incoming Club president. Edit to fit local circumstances and type o club letterhead. Update figures annually (SEE "Rotary Figures at a Glance in the ROTARIAN.")

FOR IMMEDIATE RELEASE

(Date mailed)

CONTACT: YOUR NAME
ADDRESS
TELEPHONE

(NAME) NAMED PRESIDENT OF (TOWN) ROTARY CLUB

(CITY) (DATE) - - (Name of incoming president) has been named president of the Rotary Club of (town). As president, (name) is responsible for maintaining the club's vitality in community activities and strengthening its membership. The Rotary Club of (town) was formed in (year) and has (#) members.

(Name of president) will take office on 1 July, (year). His/her major concern will be (Quote from incoming president on major responsibilities: this can be several sentences providing an overview of what he/she hopes to achieve).

President (name) is also responsible for keeping his/her club informed of the new programs and initiatives of Rotary International.

The Rotary Club of (town) meets every (date) at (time) at (location) on (address) in (town). During the past year, speakers have included (name three or four interesting speakers).

- MORE -

Suggested news release on incoming Club president. Edit to fit local circumstances and type on Club letterhead.

FOR IMMEDIATE RELEASE

(Date mailed)

CONTACT: YOUR NAME
ADDRESS
TELEPHONE

(NAME) TO HEAD TOWN ROTARY CLUB

(CITY) (DATE) - - (Name of incoming president) has been elected president of the Rotary Club of (town) for the (year) fiscal year beginning July 1. (Last name) is the (last of name of company or organization) based in (location).

At the same time, (name) was elected vice president/president-elect. (Last name) is the (title) of (name of company or organization) located in (town). Other officers include (name), secretary, (name), treasurer, and (name), sergeant-at-arms. (Include other officers here as well).

Directors selected by the Rotary Club of (town) include (list names and Avenues of Service).

The Rotary Club of (town) was formed in (year) and has (number) members. The Club is involved in many community service activities. This year, for example, (give examples of some of the major service activities in which your club is involved: include at least two examples).

#

Sample Club Fact Sheet

Rotary Club of (Name)

Membership

The Rotary club of (name) was established in (year). The (number) club members are professional men and women who work as volunteers to improve the quality of life in their home and world community. The current president is (name), (occupation). The group is one of more than 29,000 Rotary clubs in more than 160 countries. Rotary is an organization of some 1.2 million business and professional men and women that provide humanitarian service and helps further international goodwill and peace. The Rotary motto is "Service Above Self"

Community service (sample text, adapt to your clubs local projects) Each year, the Rotary Club of (name) sponsors an arts and crafts fair to raise funds to refurbish homes for the elderly and holds a clothing drive for the local homeless shelter. The club also worked with the local health department to produce and distribute information about the need for infant immunization to new parents. Most recently, the club organized a park clean-up day and sponsored a career fair to provide vocational training and information for local residents. Clubs determine their own service projects based on local needs.

Service to youth (sample text, include local examples of Interact or Rotaract projects) The club recently examined new ways to curb substance abuse at a seminar with local high school students and several club members regularly tutor at local elementary schools. The Rotary Club of (name) also sponsors both an Interact club for high school students and a Rotaract club for young adults. The clubs provide opportunities for leadership development, fellowship and service.

International service (sample text, include local examples of international service projects). In (year), the Rotary Club of (name) received a \$ grant from The Rotary Foundation of Rotary International to match funds raised by the club to provide a new source of clean water in Bombay, India, in cooperation with the Rotary Club of Bombay. Last year, Rotarian (name), a dentist, served as a Rotary Volunteer to provide free dental services to villages in Guatemala. A Rotary Foundation scholar from India is currently being hosted by the club and is studying forestry at the local university.

Meeting location

Meetings are held weekly at (place and address) every (day) at (time).

For more information contact:

(Contact name)

(day and evening phone)

(e-mail address)

URL (Web site address if available)