**Publicity – Publication – Promotion**

We devoted some well-spent time last evening to discussing what can be done, where news can be displayed, to make our public aware of the existence of Muhlenberg Rotary and what we do in the community, the area and the world. This could be about Rotary generally or related to a specific event.

Press Release

District website, Newsletter

Thursday Reading Eagle Weekender

Reading Eagle Berks Country

Merchandizers – Northern Berks and Greater Berks

Our own Website

Our own Bulletin

Social Media – Facebook, Instagram, Muhlenberg Phone App

Muhlenberg Twp Quarterly report

Short announcements

Radio Station and TV Station PSAs

Merchandizer Community Calendars

Shorter announcements

School Digital bulletin boards (3)

Muhlenberg Twp Digital bulletin Board

Other Measures

Float in the Temple Halloween parade (District is trying to create a float to be shared by all clubs)

Posters put up at businesses

Post card “blanketing” of our community

A frequently changing focal point, like “Washo-Man” sign at Kutztown Road laundromat.