



District 5010 - Public Image/Public Relations

Bringing our story to life is our next charge- and one that requires champions in our clubs.

**We are Rotary, and we all have great stories to tell,
and we are responsible to tell this story...**

Helpful Check list:

Is Our Club Using the Right Logo?

Are you using the
right Rotary logo?



NO



YES

Rotary

YES

IT MATTERS!

Download what you need on this page!

Log into My Rotary and go to "Brand Center"

<https://brandcenter.rotary.org/en-GB/Images-Video>

<https://brandcenter.rotary.org/en-GB/Logos>



Make sure your story conveys the "voice and personality of your club, OR the club you want to be..." "All brands, just like all people, have different stories to tell. Without those stories, products and brands are just that, but with stories, they become human, living and breathing."



Forget about yourself, do a photo inventory and take a look at other compelling photos and ask yourself: Do you want to be with this person/company/organization? Then look at your own photos again, and ask the same questions.



Grabbing Attention Through Free Media... Engage your contacts to ensure coverage in non-digital avenues like television, radio, print, and outdoor. Take a poll of your club members to see who knows people in these local areas who can help obtain free or low-cost media.

FREE PUBLIC SERVICE ANNOUNCEMENTS

Rotary Learning Center: 8 Public Image courses

<https://learn.rotary.org/members/learn/catalog/view/72>

Rotary Videos

[https://www.bing.com/videos/search?](https://www.bing.com/videos/search?q=Rotary+International+Membership+Videos&&view=detail&mid=C07A1070F7751BFE57E3C07A1070F7751BFE57E3&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3DRotary%2BInternational%2BMembership%2BVideos%26FORM%3DRESTAB)

[q=Rotary+International+Membership+Videos&&view=detail&mid=C07A1070F7751BFE57E3C07A1070F7751BFE57E3&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3DRotary%2BInternational%2BMembership%2BVideos%26FORM%3DRESTAB](https://www.bing.com/videos/search?q=Rotary+International+Membership+Videos&&view=detail&mid=C07A1070F7751BFE57E3C07A1070F7751BFE57E3&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3DRotary%2BInternational%2BMembership%2BVideos%26FORM%3DRESTAB)

District 5010 YOUTUBE Channel

https://www.youtube.com/channel/UC7Sv5M3as_vrCFMTMc10q_A

People of Action Site

<https://www.poaphotos.com/>

Coming Soon

Updating the Brand center

Middle of Feb new templates on brand center

Check out this cool discussion group on Facebook for awesome videos and tips: Get the Word Out, Now!



Music Moves

"... to those who listen close, whispers hints towards those mysteries and answers that matter most."

IN LOVING MEMORY OF

Patrick Donald Dohersty

THE ROTARY CLUB OF KETCHIKAN FIRST CITY

Rotary

FRIENDS OF "MUSIC MOVES"

Ketchikan Arts & Humanities Council

Ketchikan Community Foundation
An Affiliate of the Alaska Community Foundation

Ketchikan Community Foundation

You're not hopeless or helpless ... open a different door -
Ketchikan CARES (907) 225-2273

Matching Grant, Photo, Rotary Brand Center



People of Action Site: <https://www.poaphotos.com/>