

Public Image, continued.

your intended listeners. Promote local projects that may be easily known to the audience.

-) **Keep a watch on results.** Image seldom changes quickly. Rather, it develops, as repetitions of good happenings are seen through time. In this way, building a Public Image for your club is like building a business's Reputation. Keep Up the Good Work, and avoid negativity.

The District has resources to help your club. We are developing templates to help clubs create handouts, newspaper circulars, recorded PSAs and other materials. My assignment as District Public Image Coordinator means I will devote time, effort, and experience to assist any club, as it may request. Financial co-op funding may be available, so don't hesitate to ask.

Next month, Planning an Image Campaign for YOUR club.

Our goal is to let people know what we do, and that it defines who we are. Call me at 218.365.4841 or email rotarycraig@yahoo.com.

Craig Loughery
D5580 Public Image Coordinator

