

**Public Image, the Public Perception, dictates Public Opinion, and thus any action or interaction with the subject group at hand.** This is just straight, direct logic and common sense, and as Rotarians, members of the world's foremost Service organization, we need to do more than just recognize this line of reasoning. **We need to harness it and put it to work for us.**

A strong and favorable Public Image can help in Membership gain and retention, financial support, and long-term acceptance, recognition, and overall viability, at all levels- Club, District, and even world-wide (as we have seen with our leadership in the worldwide struggle against Polio). So where do we start?

It has often been said that Rotary is unlike many other groups. We are organized with our Membership base (clubs) as the top of our organization, served by District leadership and support and then further assisted and supported by Rotary International, with its headquarters, Board of directors, and Trustees. As we get this Rotary year into high gear, there will be many helpful ideas, templates, and other things coming your way to help YOUR club boost its Public image. But we start here with the Number One, Not-So-Top-Secret Ingredient in our **Recipe for Image Success**, and here it is. Just follow the directions.

1. Print out this page.
2. Using scissors, trim it down to about half size.
3. Next, carefully cut out the circle in the center of the Rotary wheel, leaving a large hole in the paper.
4. Now, tape the framed circle onto your bathroom mirror. That's right, directly on the mirror, at eye level.
5. Now take a long look into that circular center section into the mirror and you are looking at the front-line instrument in the struggle for Public Image. It is YOU, the member of Rotary. Being a member of Rotary, is something that your friends, relatives, and others know about you, and from your actions, a big part of their image of Rotary is formed.



***Main Ingredient of  
Public Image***

We have a four-way test in Rotary, and how you live that test on a daily basis puts out an image that is bigger than any billboard, more convincing than any printed matter, and stronger than the voice of any sales pitch. The Four-Way Test - Living it - is the first step in any Image campaign for Rotary. Do those who know you, and know you to be a Rotarian, see you in a favorable light in each of the four areas?



1. Is It The Truth?
2. Is It Fair to All Concerned?
3. Are you **Building Goodwill and Better Friendships?**
4. Do you strive for the things that are **Beneficial to All Concerned?**

So, look into that paper frame on your mirror every day. BE a Rotarian others will notice. That's step one. In the coming months, resources, ideas, and planning will be brought forward to help your club and membership, get the positive and strong recognition it so richly deserves.

PDG Craig Loughery  
District Public Image  
Coordinator 2016-2017  
[tradercraig2005@yahoo.com](mailto:tradercraig2005@yahoo.com)