

**Rotary**   
District 7090

**TED**  
Talks

**Brandon Blatz**  
*Public Relations*

**April 18, 2026**

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**PROMOTE YOUR CLUB.  
INSPIRE YOUR COMMUNITY.**

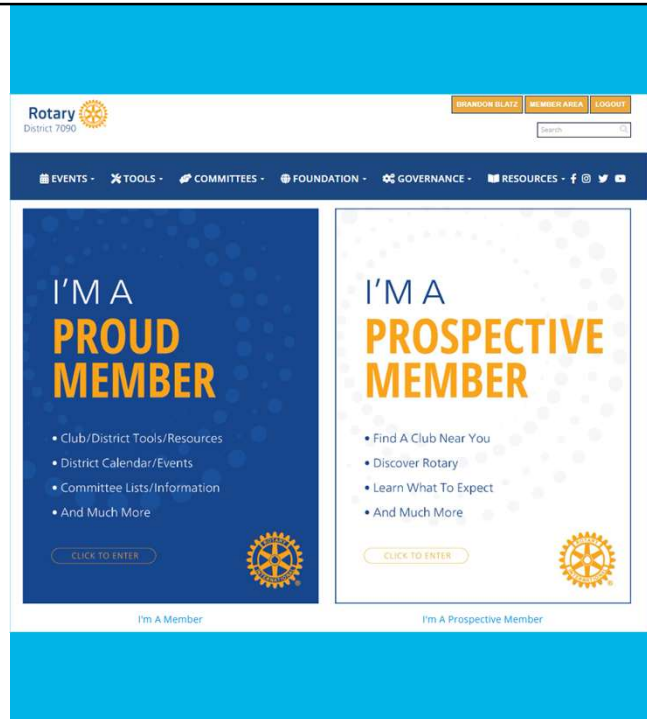
**Rotary**   
District 7090

**PUBLIC IMAGE**  
Brandon Blatz

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# WHAT WE DO

- ❑ **Elevate Brand Awareness:** Promote Rotary's mission to the public to increase community engagement and support.
- ❑ **Champion Internal Advocacy:** Educate Rotarians and Rotaractors on why effective publicity and positive public relations are vital to our collective success.
- ❑ **Inspire Action:** Showcase the tangible efforts of our members to entice professionals and community leaders to join us in service. The committee composition will reflect a continuity of leadership. This includes a commitment to, as well as experience with, the general oversight and support of the policies and procedures of the Rotary District and clubs.



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# COMMITTEE

- ❑ **Chair:** Brandon Blatz
- ❑ **Newsletter:** Patti Johnson
- ❑ **PRISM Award:** Julio Batres-Gavidia
- ❑ **Social Media & Website Administration:**



*\*Resource to Support Clubs\**




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# SOCIAL MEDIA


- Membership Monday
- Fun Fact Wednesday
- Foundation Friday
- About Rotary Saturday

Fun Facts About Rotary:

## Women in Rotary



Rotary  
District 7090



**Contact Us!**

[@](#) [in](#) [f](#)

[www.rotary7090.org](http://www.rotary7090.org) | E: [office@d7090.org](mailto:office@d7090.org)




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# BRAND CENTER

- Our Brand
- Downloads
- Templates
- People of Action


### ROTARY LOGOS - DO'S & DON'TS


**ROTARY LOGOS**

The Rotary, Rotaract, and Interact Masterbrand Signatures are the official logos of Rotary International. They combine the wheel with the word "Rotary," "Rotaract," or "Interact" to the left for visibility and recognition.


You can use either the regular or simplified version of the Masterbrand Signature on all print and digital applications






**Correct:** Use your official club logo, which includes your club name along with the Masterbrand Signature, as the main identifier in all your promotional materials.

**Incorrect:** Don't alter the Mark of Excellence to make it represent another object, don't change the color and font of your club name, and don't add any other images to the correct club logo.







**Correct:** Use Rotary's current branding and logos.

**Incorrect:** Don't use previous versions of the Rotary logo. The only exception is when it appears in historic photos that illustrate stories referencing specific events before July 2013.

**WHEEL OF EXCELLENCE**






The Rotary wheel is the Mark of Excellence. This is a secondary logo that is mainly used on round items like road signs and merchandise. This logo also can be used as the round profile image on club, district, and zone social media pages.

There is no simplified version of the Mark of Excellence — the words "Rotary International" always need to appear in the wheel.

**Correct:** When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature alone.


**Incorrect:** Don't use the Rotary, Rotaract, or Interact Masterbrand Signature without your club, district, or zone name.






**Correct:** Use the Mark of Excellence near your club or district logo for clarity and recognition.

**Incorrect:** Don't use the Mark of Excellence alone or as your club's official logo. Use only the Mark of Excellence available in the Brand Center. Remember that there's no simplified version of it.





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## LEARNING CENTER

### Club PI Committee Trainings

- Get Ready: Club Public Image Committee
- Working With Other Club Leaders
- Leading Effective Committees
- Our Logo: Representing Rotary
- Promoting Your Club as People of Action
- Public Relations and Your Club
- Rotary's Action Plan and You
- Promoting Rotary on Social Media
- Using Rotary's Trademarks



### Club Public Image Committee Essentials

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## PRISM AWARD

- Monthly Tasks:**
  - GOAL= Build a Strong Public Image Foundation
- Key Focus Areas:**
  - Platform Audits
  - Social Media Engagement
  - Service Impact
  - Rotary Brand Alignment
- Award Tiers:**
  - Bronze
  - Silver
  - Gold
  - Platinum



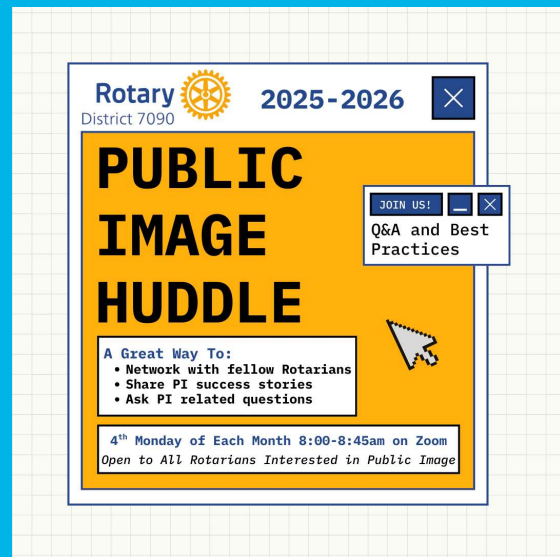
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## PUBLIC IMAGE HUDDLE

- Short presentation on PI related topic
- Ask questions about Public Image Tools & Strategies
- Share what's working for your Club
- Connect with others throughout the District
- Recap PRISM Award tasks

 Date: 4th Monday of each Month

 Time: 8:00 AM – 8:45 AM



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# QUESTIONS

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**Rotary**   
District 7090

**TED**

Thank You  
Brandon

**Talks**

**April 18, 2026**

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