

Rotary Club of: Ala Moana

Club Division:  Large Club     Medium Club     Small Club

Award Category: **Public Relations/Image**

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee <b><u>A Public Relations/Social Media Director added to our Board</u></b>
<input type="checkbox"/>	Club has a budget for public relations _____
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL <b><u>AlaMoanaRotaryClub.com</u></b>
<input checked="" type="checkbox"/>	Club lists all service projects on Rotary Showcase <b><u>12 Service Projects in 2017-2018 have been added</u></b>
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input type="checkbox"/> each week, <input type="checkbox"/> each month, <input checked="" type="checkbox"/> other: <b><u>special occasions and requests</u></b>
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL <b><u>Facebook.com/RCAMH10</u></b> )
	Twitter (Account Name _____)
	LinkedIn (Account Name _____)
	Other (_____, account name or URL _____)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <b><u>11.30.17</u></b> , # of people attending <b><u>25</u></b> )
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	Other (describe in narrative) <b><u>Club uses a PowerPoint presentation at each meeting giving each meeting visuals on the Rotary Story including the Club's own story each week</u></b>

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x 11" page. (No letterhead, pictures or graphics; use Times New Roman 12 pt. size).**

A narrative follows:  Yes     No

**Submission Deadline: 31 March 2018**

**Public Image Narrative for the Rotary Club of: Ala Moana**

---

**Public Relations Committee:** The 2017-18 Board included a Director of Public Relations and Social Media who led the PR committee who took photos at events and posted to social media and to the Club's website.

**Traditional News Release:** The Club created a new boilerplate for traditional news releases in the 2017-18 term. It was used to announce the 2017-18 slate of officers after the installation on June 29, 2017; and, it was used to announce the Annual Crab Fest on April 21, 2018.

**Website Update:** The Club's website, [www.AlaMoanaRotaryClub.com](http://www.AlaMoanaRotaryClub.com), was revamped to kick off the 2017-18 term utilizing ClubRunner's Website Designer 3.0 tools. Weekly updates are made since the website is the primary source for:

- Meeting Updates and Weekly Assigner Roles of Members
- Guest Speaker Lineup
- Calendar of Events including Volunteer Sign Up and Event Registration
- Celebration of Members' Birthdays and Club Anniversaries

**Rotary Showcase:** The Club consistently adds all service projects on the Rotary International's website's Rotary Showcase by the 2017-18 Club President and takes full advantage of using tags to make it easier to find/share projects. Examples of tags used are "Rotary Club of Ala Moana", "2017-18", "RCAMH", etc.

**Use of Newsletter:** The Club utilizes the eBulletin 3.0 function in ClubRunner to produce newsletters for special occasions or as needed. The first newsletter was used for the Pau Hana Networking and Recruitment event. Another newsletter was a call for help on a number of service projects/events that were in-flight. And, the newsletter was used to promote special events such as the annual holiday party.

**Use of Social Media (Facebook):** The Club uses its Facebook account to promote upcoming meetings and events as well as to post candid photos of Club Members in action at Club events and service projects. More frequent posting than in the past has resulted in a higher profile of the Club in the community and beyond; an increase in visitors to Hawaii finding the Club and attending meetings; and an increase in requests by guest speakers.

**Rotary T-shirts and Shirts:** The Club offers the purchase of t-shirts and shirts featuring the Club's name and are worn at various events/service projects to create visibility of the Club. The Club will soon roll out a virtual store to allow new Members and Members to purchase more apparel.

**Training to Teach the Rotary Story:** The Club continues to teach the Rotary Story to its members in various ways. When Rotary Center announced its new "People of Action", the materials were shared at the next Club meeting as a PR training session followed by the Club's use of the materials on its website. "Foundation Moments" is a frequent agenda item to remind Club Members on the Rotary Story. The Club also prepares a weekly PowerPoint presentation that is aligned with the weekly agenda that enables the Club to share the Rotary Story as well as to share the Club's own story through memorable visuals.

**Members Rewarded for Wearing Pin Outside of Meetings:** The Club rewards Members for wearing the Rotary Pin outside of the Club Meeting by allowing the Members to share their travel experiences at the weekly club meeting. The Club Member also gets to share how wearing the Rotary Pin created impact or benefit such as a Club Member's experience on a cruise ship in which the Pin resulted in a friendship and a donation of a silent auction item for the Club's annual fundraiser.

Rotary Club of: Hanalei Bay

Club Division:  Large Club  Medium Club  Small Club

Award Category: **Public Relations/Image**

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL _____
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input type="checkbox"/> each week, <input checked="" type="checkbox"/> each month, ___ other: _____
<input type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	<input checked="" type="checkbox"/> Facebook (URL <u>Rotary Club of Hanalei Bay</u> )
	<input checked="" type="checkbox"/> Twitter (Account name _____)
	<input checked="" type="checkbox"/> LinkedIn (Account name _____)
	<input checked="" type="checkbox"/> Other ( <u>APP</u> , account name or URL _____ )
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>1-11</u> , # of people attending <u>30</u> )
<input type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:  Yes  No

**Submission Deadline: 31 March 2018**

## **Public Image for the Rotary Club of Hanalei Bay**

It was a great year for our club in the **Garden Island Newspaper**. They did a feature story of an outgoing Rotary president and the incoming president which happened to be husband and wife. With listing all the community projects Rotary is responsible for.

Four **front page articles** were featured in the paper covering the placement of AEDs to different community locations and groups who would benefit with classes on CPR and AED usage.

**Rescue Tubes** were also featured in the paper with pictures with **4 articles** of the placement of Rescue Tubes around **other islands** and the mainland and how our executive director of the Rescue Tube Foundation attended a world conference where the tubes were spotlighted. **We were contacted** by a club in Canada that is pondering **rescue tubes in the waterways of British Columbia**.

Once again the **Greatest Garage Sale Ever** made **3 articles in the paper**. The editor of the paper loves this sale and attends every year.

**The donation of the \$35,000 gazebo to the Kilauea Agricultural Community Center** had two articles written explaining the use and donation of our club. The Mayor was attending the blessing.

Pictures and articles were in the paper about the decorating of **Christmas trees at Mahelona Senior Home**, the Adopt an Angel Program where we gave Christmas gifts to over 95 foster children, the success of our food pantry that we put into motion 2 years ago and an introduction to our new project the Catch A Wave Competition where new businesses are competing for prizes.

Our **Rotary Club of Hanalei Bay website** was revamped and is now very user friendly.

Our **Club app** is a must for all members to use. From seeing who is the speaker of the week to where meetings are being held and even to see how the traffic is flowing benefits all who use it.

Our **newsletter** comes out once a month and is shared with over 150 people who want to keep up on what is happening with our club.

We are never without news and sharing it is our goal.

Our **Facebook** page continues to grow. Our **Instagram** page continues to grow, Our **Twitter** page is in constant use.

Rotary Club of: \_\_\_\_\_

Club Division:     \_\_\_ Large Club     \_\_\_ Medium Club     \_\_\_ Small Club

Award Category: **Public Relations/Image**

**Check for each item completed:**

	Club has a public relations committee
	Club has a budget for public relations
	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
	Traditional Media outreach resulted in coverage, as detailed in the narrative
	Club has a regularly updated Website (at least once a month) URL _____
	Club lists all service projects on Rotary Showcase
	Club posts or prints a Newsletter ___ each week, ___ each month, ___ other: _____
	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL _____)
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other (_____, account name or URL _____)
	Club members have Rotary work shirts or tees to enhance visibility at projects and events
	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:   \_\_\_ Yes       \_\_\_ No

**Submission Deadline: 31 March 2018**

## Public Relations

### Website and Social Media Accounts:

Website: [www.hilorotary.org](http://www.hilorotary.org)

Facebook: [www.facebook.com/HiloRotary/](http://www.facebook.com/HiloRotary/)

Twitter: @HiloRotary

LinkedIn: [www.linkedin.com/groups/6981460](http://www.linkedin.com/groups/6981460)

Instagram: [www.instagram.com/rotaryclubofhilo](http://www.instagram.com/rotaryclubofhilo)

Brewfest website: [www.hilobrewfest.com](http://www.hilobrewfest.com)

Brewfest Facebook: [www.facebook.com/HiloBrewfest/](http://www.facebook.com/HiloBrewfest/)

Our Club has a Public Relations committee, a “Lava Flow” committee to produce our weekly newsletter, and a Social Media committee to manage our Rotary website, our Brewfest website, our Facebook pages associated with both websites, along with Twitter, LinkedIn and Instagram accounts.

### NEWS RELEASES

Our Club has a once-a-month “Rotary Page” in the local newspaper the Hawaii Tribune-Herald. The newspaper page is a “show and tell” about Rotary and our club activities.

### WEBSITES

Our club has two websites, one for club activities and one for our signature event the Hilo “Brewfest.” The club website features many photos of our members at projects, community events, calendar of events and our ever growing New Member individual photos. All the stories are uploaded to our club website, showing new members and activities of the preceding month. We’ve actually had a new member join our club because she saw a friend featured among our new members! Five tabs provide extensive information about Rotary, our club and past newsletters. The BREWFEST website promotes our premier charity event and showcases the breweries, restaurants and sponsors.

### NEWSLETTER

Our weekly Newsletter “The Lava Flow” is published within a week of each meeting and features updates and photos of the just-past meeting along with upcoming calendar dates. All guests who leave an email address also receive a copy by email.

### SOCIAL MEDIA

All members are encouraged to submit photos and pressers via our various Social Media accounts. We are continuing to use Constant Contact e-news to stay in touch with past Brewfest attendees.

### ROTARY WORK SHIRTS

Our members have Rotary work shirts with the club name. In addition, we have club aprons and our END POLIO shirts. Every project not only shows members in these t-shirts, but also the “Rotary At Work” banner posted at a work project.

TRAINING OUR MEMBERS ABOUT SPEAKING ABOUT ROTARY Held on February 23, 2018.

### ENCOURAGING MEMBERS TO WEAR THE ROTARY PIN OUTSIDE OF MEETINGS

On January 26, 2018 in lieu of our regular scheduled club meeting, we asked our members to take a “selfie” at noon on this day showing them wearing their the Rotary pins. The photos were made into a collage which appeared in both our Half page Tribune “ad” and on our website.

Rotary Club of: Honolulu

Club Division:  Large Club  Medium Club  Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations (a budget line, yes, but no expenditures needed)
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL _____
	Club lists all service projects on Rotary Showcase
	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, <input type="checkbox"/> other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL facebook.com/rotaryclubofhonolulu)
	Twitter (Account name @honolulurotary)
	LinkedIn (Account name _____)
	Other ( Instagram, @rotaryclubofhonolulu)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date 7/18/17, # of people attending 110 members got trained by Ayman El-al Dakhakhni)
	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
	Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows:  Yes  No

Submission Deadline: 31 March 2018

## **Public Image Narrative for Rotary Club of Honolulu**

In July 2017, we started a major push to reach younger-generation potential members by dramatically increasing our social media presence. One of our youngest members, Erica Orejel, established an Instagram account, linked our Twitter account to our club administrator's email, and consolidated our Facebook account into one page only. As a result, from August 2017 to March 2018, our Facebook page likes rose from 527 to 564 (with 40% of viewers aged 35-54); our Instagram followers increased from 935 to 4,240 (54% of those followers are aged 25-44); and our Twitter followers rose from 166 to 1,413.

We also submitted 25 press announcements about our program speakers to the *Honolulu Star-Advertiser* business calendar, and an additional press release about major donors to the Rotary Centennial Park project in Waikiki.

These public image strategies are working. In my 15 years as a member of this Rotary Club, I have never seen the numbers of prospective members attending our luncheon meetings as I've seen this year. Just last night, at our Hui Ho'owali networking meeting where our new members meet our Board and Foundation trustees for an orientation and to join committees, one of our longtime members, Reese Liggett, noted: "Really cool was that more than one attendee had seen it [the meeting's announcement] on Facebook and just showed up to check us out."



Rotary Club of: HONOLULU SUNRISE

Club Division:  Large Club  Medium Club  Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website <a href="http://honolulusunriserotary.org/">http://honolulusunriserotary.org/</a>
	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, <input type="checkbox"/> other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook <a href="https://www.facebook.com/rotaryhonolulusunrise/">https://www.facebook.com/rotaryhonolulusunrise/</a>
	Twitter (@rotaryhonsunrise)
	LinkedIn ( <a href="https://www.linkedin.com/groups/2418094">https://www.linkedin.com/groups/2418094</a> )
	Other (Website) account name or URL ( <a href="http://www.honolulusunriserotary.org">http://www.honolulusunriserotary.org</a> )
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
	Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows:  Yes  No

Submission Deadline: 31 March 2018

**Public Image Narrative for Rotary Club of Honolulu Sunrise:**

Honolulu Sunrise's website is regularly updated with speakers, events and projects. The constant input of content gives the club a strong web presence. Honolulu Sunrise has improved membership collaboration due to the accessibility of the site. Club communications, announcements and reminders are dispersed via the communication/email function. The words "I didn't know about it" have not been uttered at Honolulu Sunrise for years.

Honolulu Sunrise's Facebook page has almost 1100 likes with a following of club members, fellow Rotarians and non-Rotarians. With four Sunrisers on the Communication Committee having access to post...guest speakers, projects, social events, club activities and vocational tours are immediately posted to the club's FB page and Twitter account. Strategic tagging of members and guests helps increase engagement, drive new likes, and boost Honolulu Sunrise.

Honolulu Sunrise's Thailand Global Grant was featured in D5000 newsletter and "The Rotarian" magazine.

The World Polio Social Event was not only featured on the D5000 website but on the RI website, as well.

A writer from the Rotarian Magazine has contacted the club to profile the annual fundraiser, Mardi Gras Mambo.

Our club banner is displayed at all club functions and service projects. Members wear Honolulu Sunrise shirts during service and community projects. New members are given a Rotary Club of Honolulu Sunrise shirt upon induction.

Rotary pins are always encouraged to be worn to show Rotary pride and recruit new members. Members are recognized in meetings who tell about being approached about their Rotary pin.

Rotary Club of: HONOLULU SUNSET

Club Division:            **X Large Club**            \_\_\_ Medium Club            \_\_\_ Small Club

**Award Category: Public Relations/Image**

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL _____
<input checked="" type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, ___ each month, ___ other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
<input checked="" type="checkbox"/>	Facebook (facebook.com/honolulusunsetrotary)
<input checked="" type="checkbox"/>	Twitter (twitter.com/hnlsunsetrotary)
	LinkedIn (Account name _____)
	Other (_____, account name or URL _____)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:    **X Yes**    \_\_\_ No

**Submission Deadline: 31 March 2018**

## **Public Image Narrative for Rotary Club of HONOLULU SUNSET**

**Weekly newsletter:** The club publish and send out to all our members, former members, and friends a **weekly newsletter** that includes our President's message and highlights of our upcoming speaker. The featured speaker receives a copy of the newsletter prior to the meeting to learn about our club, which also includes the speaker's picture and "bio." The editor includes information from the RI website that matches the Rotary's monthly theme. Members are featured with their "Rotary Story." The editor reaches out to the members to write their own "Rotary Story." This provides a great venue to learn about each of our members.

The editor includes certain trivia and media links to make the newsletter entertaining and informative.

Our upcoming community service projects are always included to encourage members to participate. As each week's newsletter changes, we include the most recent news from RI and District events as well as publicizing events from other Rotary Clubs. Each week our newsletter includes a variety of pictures that highlights events of that prior week and, of course, our community service and international projects.

**Community Service Corps:** The Rotary Club of Honolulu Sunset **sponsors and participates** with the **Men's Shed of Hawaii**. The organization started with one club on Oahu and currently has three. The Shed was the brainchild of Rotary in Australia. It has become an international concept organization. **Hawaii was the first Men's Shed in the United States sponsored by our club.** Our members participate with Men's Shed members which has provided another source of community publicity. Recently, **Senator Brickwood Galuteria** was recognized for his support of the Men's Shed and publicity photos were provided to local press. The Men's Shed (and our support) was the focus of an article in "***Generations***" magazine. ***Generations TV program*** which is aired on Spectrum OC16 showed Sunset Rotarians alongside other Men's Shed members participating in the **Mayor's Craft Fair** at the Neil Blaisdell Center in November. ***Civil Beat Hawaii*** featured an article on the Shed in December 2017.

**Website:** Our website ([www.honolulusunsetrotary.org](http://www.honolulusunsetrotary.org)) is **updated weekly** include upcoming speakers and future events. Each week the site is updated with the prior week's **pictures of all our activities**. Our home page has **links to our Facebook page** which is updated periodically. Photos of our activities are posted weekly. A listing of all our projects is provided on the public page. Upcoming events are posted on the club's Facebook page for the community, non-Rotarians, to view and "like."

**Community Awareness:** Our Club members wear Honolulu Sunset Rotary shirts to most of our events. We encourage all our members to display their Rotary pins outside of Rotary meetings. The club banner is posted when community projects are performed.

**Public Relations Committee:** Our Club has a PR Committee that focuses on developing our weekly newsletter and updating our website on a weekly basis. The Committee members are also involved in planning and publicizing fellowship events for our members.

**Club Photographer** takes pictures of our meetings and events. The pictures are posted on the website under "photo album" and in the weekly newsletter.

Rotary Club of: Kihei Wailea

Club Division:  Large Club  Medium Club  Small Club

Award Category: Public Relations/Image

Check for each item completed:

X	Club has a public relations committee
X	Club has a budget for public relations
X	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
X	Traditional Media outreach resulted in coverage, as detailed in the narrative
X	Club has a regularly updated Website (at least once a month) URL
X	Club lists all service projects on Rotary Showcase
X	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, <input type="checkbox"/> other: _____
X	Club utilizes social media to communicate with members and non-Rotarians
X	Facebook (URL <u>https://www.facebook.com/RCKWMAui/,</u> )
X	Twitter (Account name <u>://twitter.com/RCKiheiWailea</u> )
X	LinkedIn (Account name <u>www.linkedin.com/groups/2811782/profile</u> )
	Other ( _____, account name or URL _____ )
X	Club members have Rotary work shirts or tees to enhance visibility at projects and events
X	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>9/21/17</u> , # of people attending _____)
	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
X	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:  Yes  No

Submission Deadline: 31 March 2018

## Public Image Narrative for Rotary Club of Kihei Wailea

The primary focus of our Public Image program is our website <https://portal.clubrunner.ca/2162>, which is a Club Runner site linked vertically with the District 5000 website and the RI site. Visitors to the site can view upcoming speakers, visitors, announcements of upcoming speakers and events, menus, and much more. Perhaps the best feature of our latest website design is a page featuring links to our weekly newsletter and an archive of past newsletters

<https://portal.clubrunner.ca/2162/SitePage/newsletter-archive>. Club members Steve Moksnes and Stuart Karlan have done a major upgrade of the newsletter, which is now hosted at a Wixsite: <http://rckw-news.wixsite.com/newsletter/180307>. The newsletter is full of information about our Club meetings and projects, with photos of speakers, Club members donating Happy Dollars, Club members and Friends of Rotary at club projects. The website is our hub, linked to the District 5000 site and all of our social media sites. Our principal social media site is our Facebook page, <https://www.facebook.com/RCKWMaui/>, which reaches an average of 500 people weekly and shares posts with the District 5000 and Rotary International Facebook page. We also link to Facebook and Twitter sites run by members who are active in Rotary, District leaders, Club sites in District 5000, Rotarian Action Groups, and Rotary Fellowships. It is not unusual for our members to run into people at the Rotary International Convention who say, "Hey, I know you, we're Friends on Facebook."

Of course, we also promote the Club on traditional media. Maui clubs still focus on a broader island-wide public image program for all Maui Clubs, but this year the Clubs are taking more responsibility for their own media promotion. Our best media coup this year was a front-page article on the role of our Rescue Tube Project in ocean safety in South Kihei: The Maui News: Yellow tubes prove vital in recent ocean rescues

<http://www.mauinews.com/news/local-news/2018/02/yellow-tubes-prove-vital-in-recent-ocean-rescues/>. Almost as good was a front-page Maui News article on our ongoing support for the Kihei Youth Center and two long articles in Neighbors of Wailea and Makena magazine on Rotary in Kihei-Wailea.

One of our best community service/youth services projects this year was also a great public image project for the Club. We contributed money to a video project by the Waena Intermediate School Video Club to make a training video on the importance and how-to's of Rescue Tubes: <https://player.vimeo.com/video/228796385?autoplay=> This video has been broadcast on local Akaku TV and can be seen on our website and social media pages.

Rotary Ideas and Rotary Showcase on the RI website have been wonderful tools for us to promote our projects and gain support for Global Grant projects. Our posting for the Rescue Tubes resulted in more than 15 inquiries from Rotary clubs in the US and Canada. Our Global Grant in Delhi received support from a Club in California and a District in Korea based on email responses to our posting on Rotary Showcase. We also received recognition for this Global Grant in the current RI website Homepage what's new section on the strategic partnership with the International Agency for Preventable Blindness, and an article on the partnership in the Rotarian magazine <https://www.rotary.org/en/rotary-partners-international-agency-prevention-blindness>

Rotary Club of: Kona

Club Division:  Large Club  Medium Club  Small Club

Award Category: Public Relations/Image

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee
<input type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL _____
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, ___ other: _____
<input type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL _____)
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other (_____, account name or URL _____)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
<input type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input type="checkbox"/>	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:  Yes  No

**Submission Deadline: 31 March 2018**

**Public Image Narrative for Rotary Club of**

We got two projects into the local newspaper so far this year.

First, the Rotary Club of Kona (and Rotary Club of Kona Sunrise) in a partnership with Mokulele Airlines, the Rotary Clubs in Imperial and El Centro in California, and the Rotary Club of Rockford (Texas), items were flown into Rockport, Texas after Hurricane Harvey devastated the region. The members of the Rotary Club of Kona wrote checks altogether for \$2,218. This story was featured in the West Hawaii Today.

Second, the Rotary Club of Kona also got its "Keiki Vision" featured in the West Hawaii today.

We have a weekly newsletter called "the Coffee Blossom."



Rotary Club of: Metropolitan Honolulu

Club Division:  Large Club  Medium Club  Small Club

Award Category: **Public Relations/Image**

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input type="checkbox"/> each week, <input type="checkbox"/> each month, <input type="checkbox"/> other: <u>Weekly Posts</u>
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL <u>facebook.com/metrrotary</u> )
	Twitter (Account name <u>@metrorotary</u> )
	LinkedIn (Account name <u>Rotary Club of Metropolitan H</u> )
	Other ( <u>instagram</u> , account name or URL <u>@metrorotary</u> )
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows:  Yes  No

Submission Deadline: 31 March 2018

**Public Image Narrative for Rotary Club of** Metropolitan Honolulu

Rotary Club of Metropolitan Honolulu is an active user of new / online media to enhance communication both with the public, as well as within the club. The new standard for outward communication is accomplished via the website, and various social media platforms (Instagram, Facebook, LinkedIn, and Twitter). We believe that our club is leading in this realm.

We actively promote all club meetings and speakers, events, and community service opportunities on all communications platforms to encourage participation, solicit new members, and to create a sense of community. We also use the paid media functions on these platforms to attract members to other club functions like service projects and our annual fundraiser, and the results have been very positive.

For internal communication with other Metro members, we rely on a custom-designed Metro Rotary app, available free to Metro members on the app store, which was specifically designed for our club. This app was developed with communication in mind and to ensure we keep our members close and informed. If we are on their phones, we are in their hands every day!

We have a calendar with any scheduled speakers listed (usually 3-4 months in advance), and also post pictures from club meetings and service projects for other members to see and share with their friends and families. Aside from events, we have a quick and easy directory of members, so you don't have to go searching for other members when you want to reach out to them- a great networking tool and way to bring us all together. Supporting all of these communications channels, we have a website dedicated to the club as well.

Rotary Club of: WAIKIKI

Club Division:  Large Club  Medium Club  Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL _____
<input checked="" type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, ___ other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL <u>WAIKIKI ROTARY THE FRIENDLY CLUB</u> )
	Twitter (Account name <u>WAIKIKI ROTARY</u> )
	LinkedIn (Account name _____ )
	Other ( <u>INSTAGRAM</u> _____, account name or URL <u>WAIKIKI ROTARY</u> )
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>7/26/2017</u> assembly <u>50</u> members)
<input type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows:  Yes  No

Submission Deadline: 31 March 2018

## WAIKIKI ROTARY – PUBLIC IMAGE REPORT

We have continued to maintain an excellent web site, and weekly newsletter.

We promoted Rotary through the Waikiki Elementary Garage Sale in various public service announcements.

The Christmas Shoebox project for Seniors received great coverage on both television and in print media.

The International FoodFest received coverage in Midweek and various community calendars.

We actively update our Facebook page and Instagram weekly, and during all special events.

We have submitted several news releases for various community service projects.

Rotary Club of: West Honolulu

Club Division:  Large Club  Medium Club  Small Club

Award Category: **Public Relations/Image**

**Check for each item completed:**

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL <u>westhonolulurotary.org</u>
<input checked="" type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, ___ other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL <u>https://www.facebook.com/Rotary-Club-of-West-Honolulu-443560555675924/</u> )
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other (_____, account name or URL _____)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input type="checkbox"/>	Other (describe in narrative)

**Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).**

A narrative follows:  Yes  No

**Submission Deadline: 31 March 2018**

**Public Image Narrative for Rotary Club of**