



Public Relations

THE PINNACLE PRE-PETS
2016-17



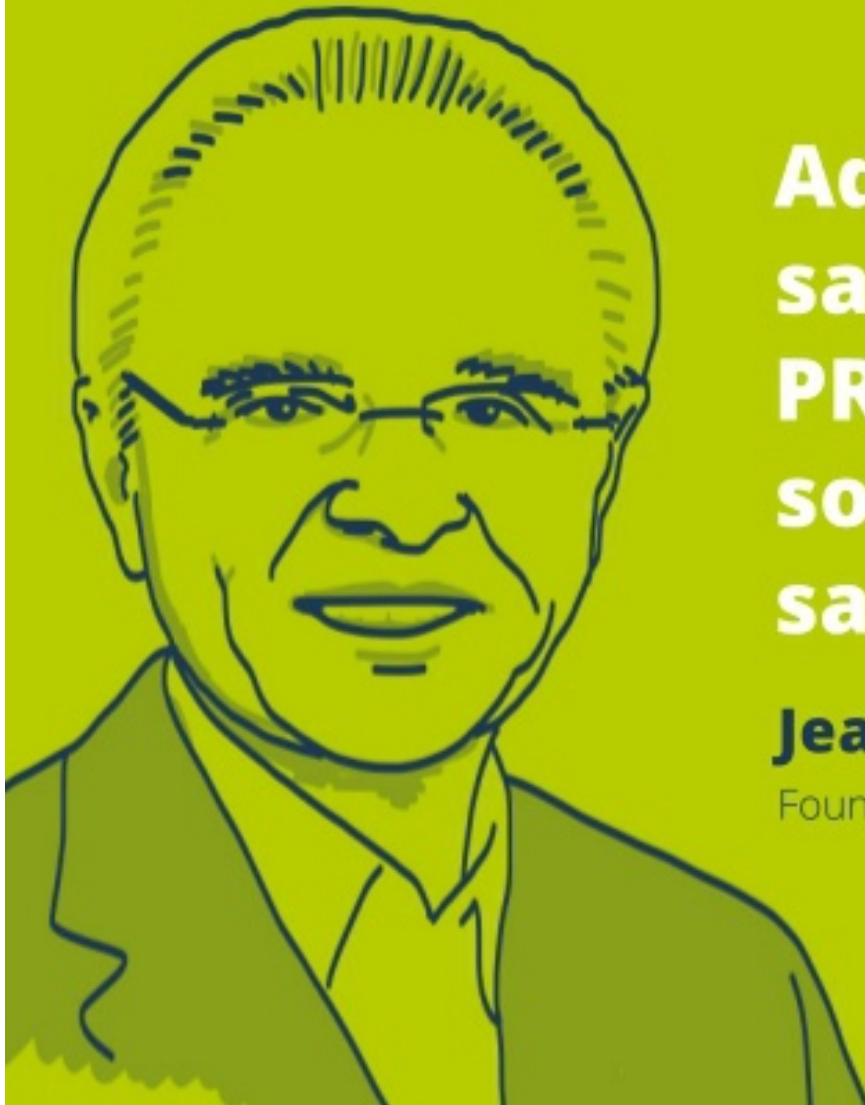
ROTARY INTERNATIONAL DISTRICT 3141



Whatever Rotary may mean to us
to the world it will be known
by the results it achieves.

- Paul Harris





**Advertising is
saying you're good.
PR is getting
someone else to
say you're good.**

Jean-Louis Gassée

Founder BeOS

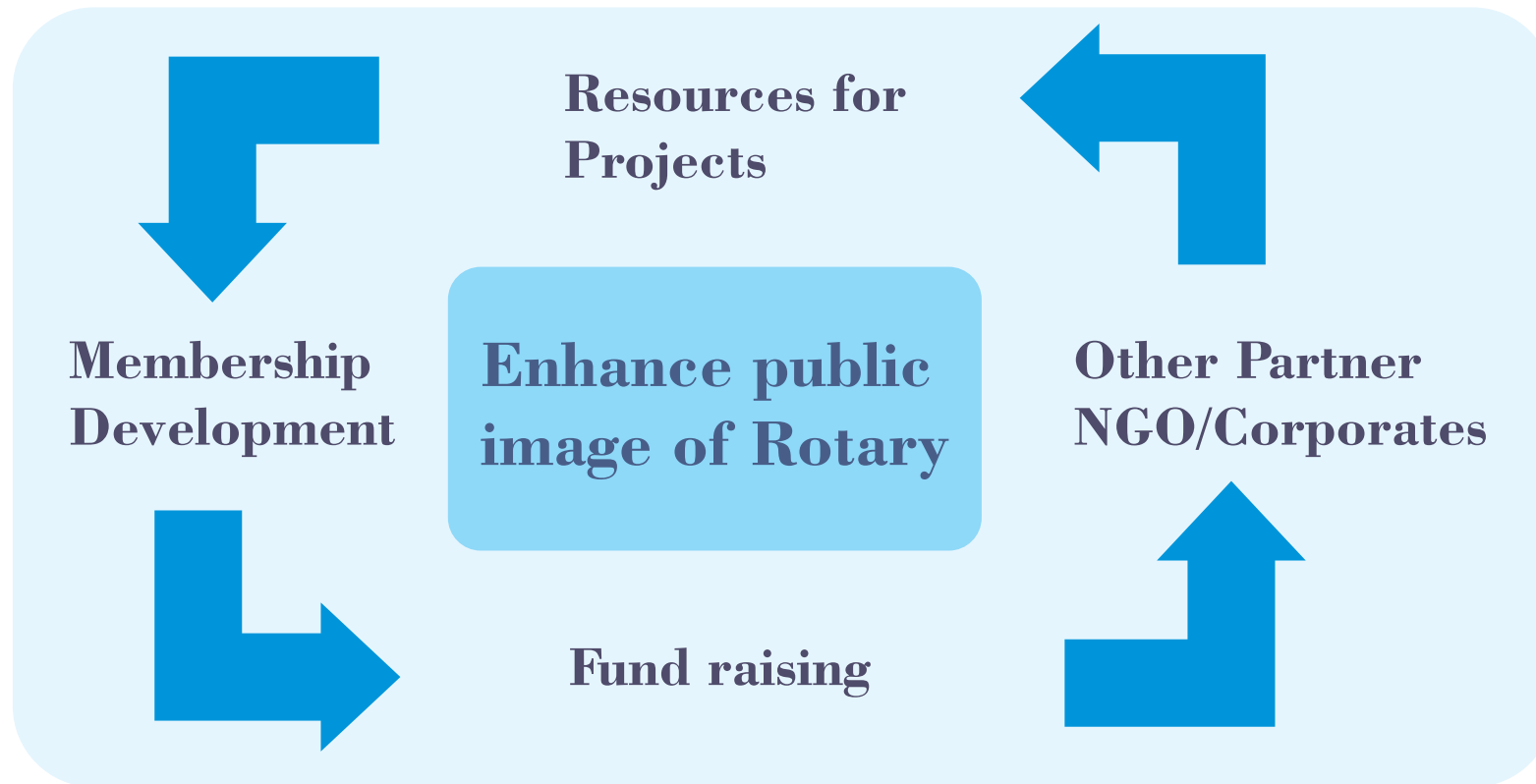
Public Relations / Public Image

A positive **Public Image** is the result of carefully planned **Public Relationship** via media placement, interview publishing, press release composition, online reputation management, social media campaign management, and many other public relations

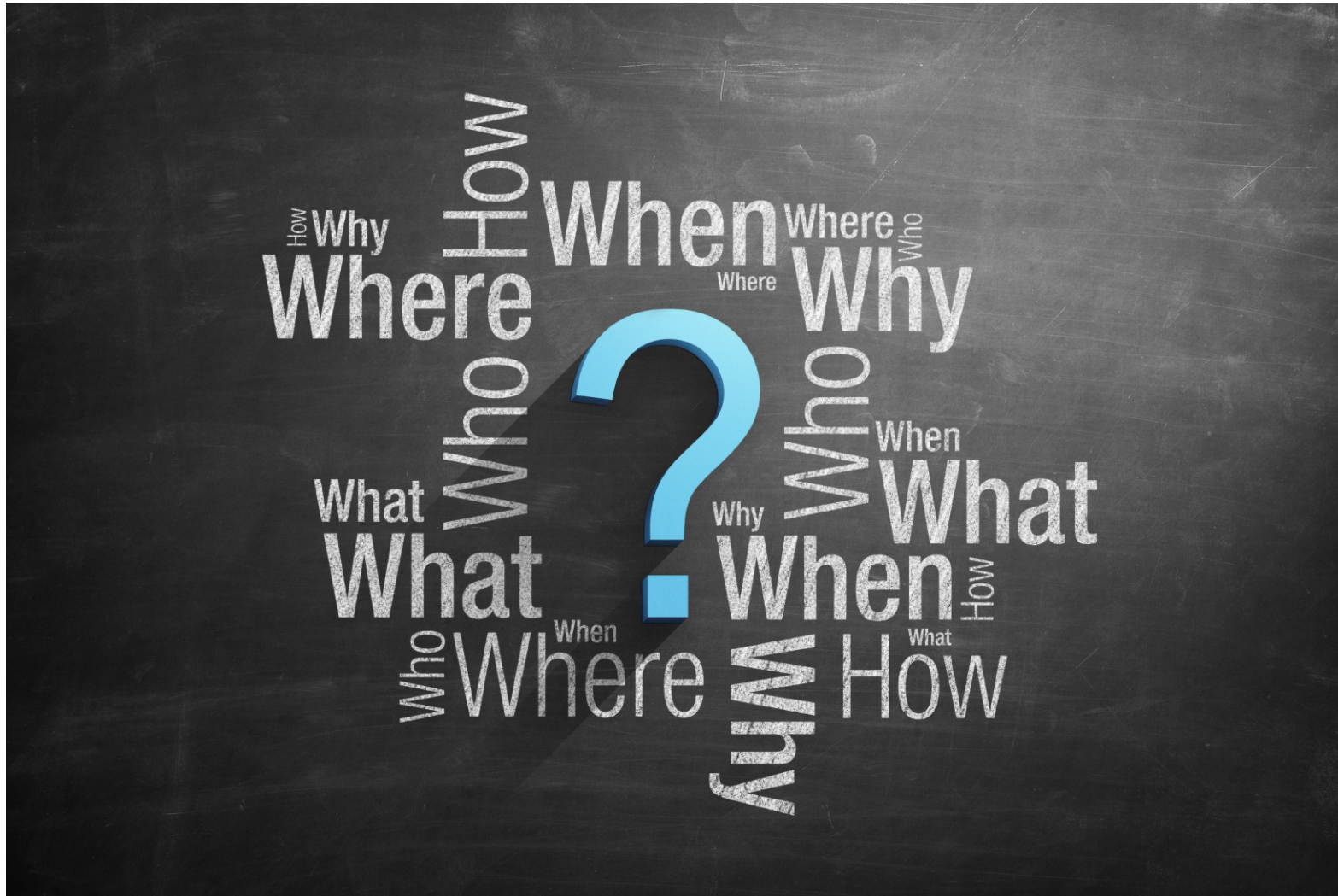


OBJECTIVE

By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.



Rotary PR Strategy



Rotary PR Implementation Plan



Major International Brands



Mercedes-Benz

Rotary



Promote Service 16 /17



Project # 1
Organ Donation
Awareness &
Blood Donation Drive



Project # 2
'SWAYAMSIDDHA' –
Women
Empowerment
& Safety



Project # 3
Rotary Sahitya
Sammelan



Project # 4
Rotary SME
Seminars



Project # 5
'UTTUNG' –
Events for
Specially Able

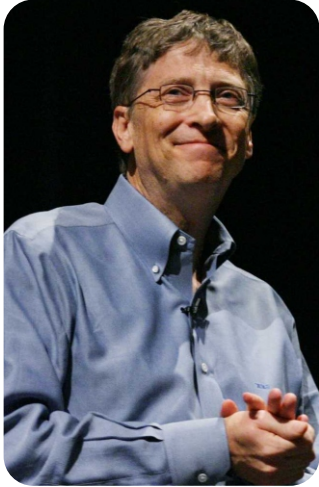


Project # 6
Rotary
Aarogya
Mela



Project # 7
Road Safety Awareness

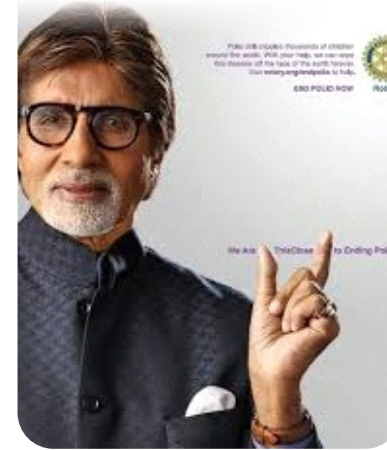
Associated Brand Ambassadors



Bill Gates



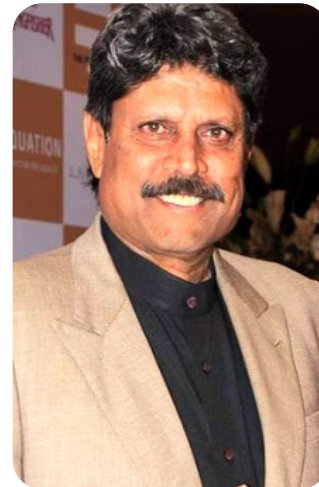
Raj shree Birla



Amitabh Bachhan

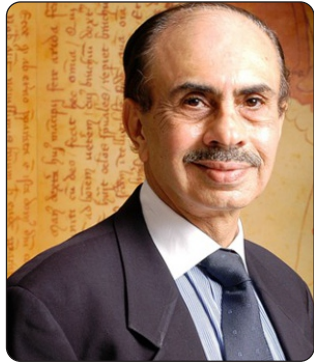


PSY



Kapil Dev

Prominent Fellow Rotarian



Adi Godrej



Dr. Swati Piramal



Cyrus Poonawala



Sajjan Goenka



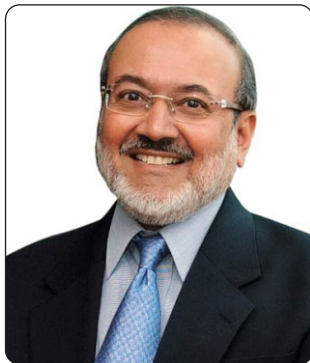
Rakesh Jhunjhunwala



Harshad Mehta



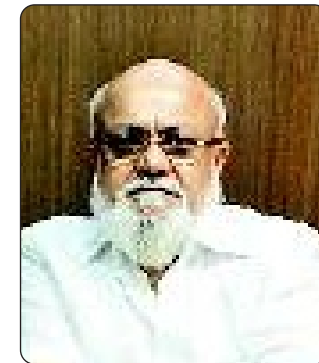
Rajendra Chhapwale



Habil Khorakiwala



Saif Qureshi



Dr. Sudhanshu Battacharya

Enhancing Public Opinion / Image

- ◆ *Have exciting and excellent Website*
- ◆ *Bulletin to be send to Members, Business associates, friends etc.*
- ◆ *Visiting cards have Rotarian and name of club as introduction*
- ◆ *Get some media personality as a member/speaker in the club*



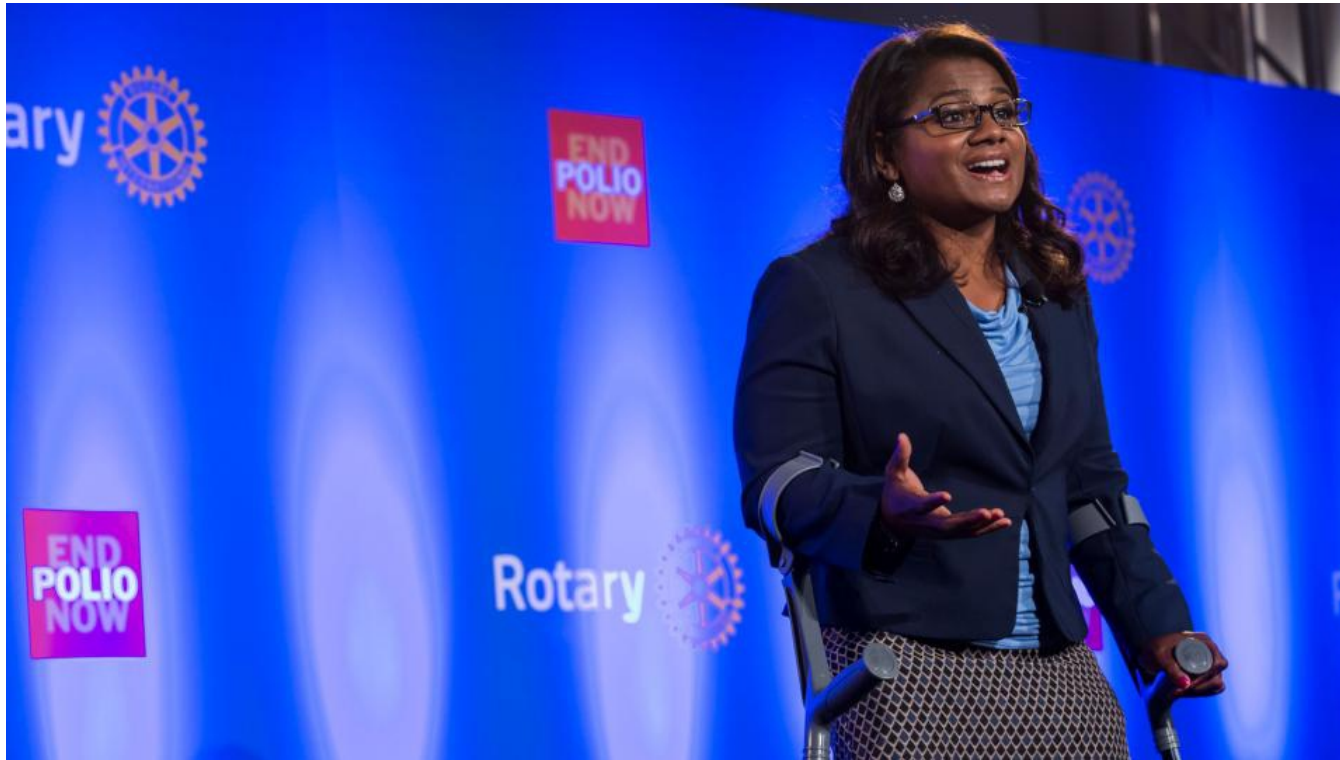
Enhancing Public Opinion / Image

- ◆ *Complete and promote community project in the locality*
- ◆ *Form PR Committee, allocate budget & make calendar*
- ◆ *Create Networking Opportunities in Club Events & Fellowship Activity*
- ◆ *Cover high impact project stories every month*
- ◆ *Publicize project stories with pictures and fellowship events on Website, Facebook, Twitter, You tube, Emails*

Rotary International News

More than 23,000 viewers in 24 countries tuned in to Rotary's World Polio Day event, streamed live on 24 October. Health officials including James Alexander, senior medical epidemiologist for the U.S. Centers for Disease Control and Prevention, gave an update on the polio eradication campaign and praised Rotary's achievements to date. Rotary has contributed more than \$1.2 billion to polio eradication since 1979. For World Polio Day, Rotary released \$44.7 million in grants to fight the disease in Africa, Asia, and the Middle East. In addition to the update, the event included entertainment by reggae star Ziggy Marley and Tessanne Chin, 2013 winner of the TV show "The Voice."

Rotary International News



Minda Dentler, a polio survivor and Ironman competitor, describes her personal battle against the disease. Dentler, who contracted polio as a child in India, in 2013 became the first female handcyclist to complete the grueling Ironman World Championship.

Rotary International News



Time magazine science and technology editor Jeffrey Kluger (left) talks with James Alexander, senior medical epidemiologist for the U.S. Centers for Disease Control and Prevention. Alexander said Afghanistan has made significant progress against polio over the last two years as a result of its emergency action plan.

Rotary International News



Funkadesi, a six-time winner of the Chicago Music Awards, performs during the World Polio Day event. The group blends several kinds of Indian music with reggae, funk, and Afro-Caribbean sounds.

Rotary International News



Reggae legend and End Polio Now Ambassador Ziggy Marley performing his uplifting song, "Lighthouse" from his new album, "Fly Rasta."

Branding Exercise (Dist. 3140)



Location : Worli Naka Flyover Bridge Near Atria Mall (E/T)

Branding Exercise (Dist. 3140)

All bets are off, say punters protesting loss by favourite

Racegoers demand refunds, get popular jockey Sandesh suspended pending inquiry after crowd favourite Congressional ridden by him loses to horse billed second-best for the day

Human Bangarus
humanbangarus@gmail.com
Twitter: @HumanBangarus

The Mahabaleshwar Race Course was witness to a rough scene once again after the defeat of a favourite horse in the penultimate race on Sunday had left punters staging a protest. Punters who gathered opposite the paddock shortly crowd favourite Congressional, who was second in demand in the betting ring. Punters continued their agitation after club authorities gave the race their all-clear signal.

The crowd blocked the path and refused to allow horses participating in the last race to pass through, forcing the horses to take an alternative route via the paddock fence. When they came to know of this, the increased punters immediately moved towards the track and continued with their protest. Sensing that the protesters were in no mood to back down, turf club authorities cancelled the last race.

The punters, however, were reticent and a large crowd then surrounded the weighing-room where all the officials and committee members assemble, and demanded that jockey A Sandesh be suspended with immediate effect. More importantly, they wanted the race schedule pushed forward to Monday to ease the burden.

Meanwhile, a small punters' delegation met the officials to press their demands and around 90 minutes later, the stewards decided to suspend Sandesh pending inquiry but didn't agree to the other demands including refund of bets.

Turf club authorities had called in the police to clear the area, but an additional contingent which arrived had to use mild force to exert pressure from the weighing room. The police also managed to clear the paddock of protesting punters.

According to Abubakar Sheikh, a regular at the Mahabaleshwar Race Course, there have been several suspected instances of jockeys 'hooking' or intentionally losing races while riding favourite horses. "The jockeys keep getting away with this, but the Royal Western India Turf Club (RWITC) is yet to take deterrent action," Sheikh said.



Punters protest at the Mahabaleshwar Race Course on Sunday. (Below) Jockey A Sandesh

स्थापना १०मी डेब्रुआरी १९८५
समाचार अने सत्य, आचार अने विचारना गिर-शिर
प्रस्तुत करतु नोंदर, स्वतंत्र बुध्दराती साप्ताहिक

युगवंदना

Yugvandna Weekly
Printed Every Wednesday - Post

मंढर : २ जुवळर ची ८ जुवळर - २०१४

रोटरी क्लब ओडे वोमने क्रीन सीटी

मंढर : रोटी र्दन्नेसलव
मंढर खल्वा-३१४० मां १२९
रोटी क्लबना र्मावेस घाय छे,
१मां मंढरना ३००० सलवो छे,
मंढर, वाडा, घडापर, कल्याण,
नवी मंढर अने डॉलिवर्लीना
सलवो पण र्मावेस घाय छे. आ
सलवो मानवताने र्मावतन क्रायं रे
छे, हेरेक अरुनमंहे बाळकां,
युवाओ, ओमो अने नुधयोना
सलवोस घाय छे. अमपुसां हिवस
१४मां ओडे क्रायरी वधु
विद्यार्थिनांने मोपुन आपवामां
आवेसे. १वी जुवळर २०१४मां.

मोतिबिंदुना १०,०००
ओपरेशन डी.वाय. पाटीस
रोटियेवामां तदन मडन क्रेवामां
आवेसे. तमं१४ शिसांने सलव
ओडे२ शिशु बाळविकांन,
डीसेलेड अने नुधयोने सलव-
क्यरलो निशुव, ओमोसुव रोडिंन,
प्यारटिड डीसेलेडिंन अये वनेरे
क्रायं रोटी क्लब १४ दारा क्रेवामां
मावेसे.

वधु विजल मडे संपंठे कोः
पद्मकर मंडेकर, येवन्नु येरे,
पी.आर.ओ. मोः

६३०२८८८८८८८८८

Meet plays matchmaker for the differently abled

Mumbai: Chirag and Mansi Kothari have been married for 10 years now with two children. The couple, both suffering from hearing impairment and speech disability, have ensured their disability does not come in their way of a happy married life and raised their experiences. Even as nobody finalized partners, many said they liked more than one individual, said Sushmeetha Bhubna, founder-director of the NGO.

Parents of Ghatkopar's Bhavik, Jaganputra, who suffers a minor limp due to polio, claimed they liked a girl with a similar problem. "We will have to see if it works out as she is a north Indian," said his father. The Dandekars from Bhandup who came looking for a bride for their son, Tanmay suffering from a minor mental illness and is a slow learner, claimed the organization should have had wider publicity to ensure more people registered.

The president of the Rotary Club West Coast, Vikas Upadhyay claimed that people from as far as Gujarat, Delhi and Tirupati had come to find matches. Differently-abled couples Dinesh and Monica Saraiya and doctors Priti and Ghanshyam Sharma, were also present.



FINDING SOULMATES

GARY C. K. Huang
R. I. President

Rotary

WELCOME TO INDIA

Consent: Padmakar Nandekar... 9702 991 971 (B), nandekar@r3140.com, Ayy Gopin... District Governor (2140)

ROTARY is your FRIEND
"Humanity in Motion!"

ROTARY CIVIC AWARENESS CAMPAIGN

ROTARY INTERSTATE CRICKET TOURNAMENT FOR BLIND

Rotary Vocational Excellence Awards & Scholarships

Ph. 66197299
www.rotarydist3140.com

Rotary International (Dist. 3140)

WELCOME

District Governor

Rtn. Dr. Balkrishna Trambdar

Promote Rotary's Efforts in its Six Areas of Focus

Peace & Conflict Resolution

Disease Prevention & Treatment

Water & Sanitation

Maternal & Child Health

Basic Education & Literacy

Economic & Community Development

Public Relations Resources

District Governor, District Secretary & Assistant Governor

District public relations chair and District PR team

Rotary Public Image Coordinator

Club Public Relations Committee Manual

Effective Public Relations: A Guide for Rotary Clubs

Quick Resource Rotarians

District Secretary: *Rtn Padmakar Nandekar*

Mobile:9702999999 Email: pnanekar@yahoo.com

Assistant Trainer: *Rtn Dharmendra Gursahani*

Mobile:9619728584 Email: dharmendra.gursahani@gmail.com

PR-2 Avenue Chair: *Rtn Vikas Upadhyay*

Mobile:9820809473 Email: vikas.upadhyay@carrier.utc.com

PR-1 Avenue Chair: *Rtn Ravi Jaswani*

Mobile:9820393009 Email: ravi@digit9.co.in



Conclusion

*The world would not be where it is without Rotary and it
wont' go where it needs to go without Rotary*

-Bill Gates

