

Rotary Year 2007-2008 Report

PUBLIC RELATIONS

June 23, 2008

David Coney, Director

Public Relations Year end Summary.

This year we increased our public relations in the community in the following ways.

1. Shrimporee- Created yard signs, banners, posters etc. Purchased air time on the radio had t-shirts, hats and aprons made with a custom shrimporee logo for 2007 Shrimporee. Also, created a way to purchase tickets online thru spacecenterrotary.org. We did not generate sales as anticipated with the ability to purchase tickets online so we may not need to continue this in future shrimporees.

2. Large Check Presentations- The club had large checks created so that when we make a significant contribution and present the check it really stands out and makes it possible to put in the newspaper as well as display at our weekly meetings.

3. Picture Taking- We again took pictures to document important meetings, district and club events.

We increased our clubs internal relations by implimenting club runner. Club runner is an online tool which tracks when meetings are, has a directory, has e-mail and group list capability as well will act as a tool to link club history and current happenings to. Our blastoff is listed on clubrunner and if used properly by the members will greatly advace the ways in which our internal communications are done.

Critical People in PR.

1. Scott Rainey- Heads up our sponsors program
2. Bob Mitchell- takes pictures at meetings
3. Mary Alys Cherry- Writes articles for the newspaper
4. Jerrold Dewease- Organized a lot of the shrimporee PR.
5. Peter Wuenchel- Acted as chairman of shrimporee PR.
6. JB Fox- was our webmaster who was able to sell tickets online

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7. Mike Hernandez- Shrimporee Chairman. He helped with the logo, theme and opperations
8. Jon McKinnie- Helped our club transition to club runner and is now in charge of the website.

Thanks, David Coney