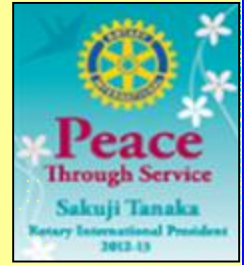


ROTARY GRIQUA

The Official Bulletin of
The Rotary Club of Kimberley
(Chartered 20 August 1951)

7 January 2013



**Rotary District
9320**

RI President
Sakuji Tanaka

**District 9320
Governor**
Dave Briggs

**AG Kimberley
& Bloemfontein**
Barry Downs

Club President
Pete van Zyl

Club Board
Allison Fletcher
Ken Quinn
Peter Thomas
Corlia v Tonder
Amanda van Zyl
André Oberholzer
Philip Maritz

Club Meetings
Kimberley Club
Monday
12:45 for 13:00

Bulletin Editor
Barry Downs

President Pete van Zyl

and the

Board of the Rotary Club of Kimberley

wish all

Rotarians, Family of Rotary and Friends of Rotary

A Happy,

Healthy and

Prosperous 2013

Bulletin Editor: griqua@rotarykimberley.org.za

RC Kimberley & FaceBook: www.rotarykimberley.org.za

District 9320 & FaceBook: www.rotary9320.org.za

RI: www.rotary.org

January is Rotary Awareness Month

Public relations

Overview

Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally.

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks.

Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources.

- Learn to [write an effective press release](#).
- Get tips on [working with the media](#).
- Learn how to use nontraditional and new media tools to [promote Rotary](#).
- Find tips on how to [measure the success](#) of your campaign to better prepare for future efforts.
- [Download ads](#), including videos, from Rotary's public image campaigns.
- [Download Rotary key messages and resources](#) (PDF)

For a complete public relations overview, [purchase](#) *Effective Public Relations: A Guide for Rotary Clubs*.

Contact us

We welcome your questions, comments, and success stories. Rotary's [PR staff](#) can provide general public relations guidance and help clubs promote their stories to local media.

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA Phone: 847-866-3000
Fax: 847-866-8237

Public relations resources

[Sign up](#) to receive the *Rotary PR Tips* newsletter, a biweekly publication that offers innovative ideas that clubs and districts can use to promote Rotary in their communities.

Promoting Rotary

Putting Rotary in the public eye involves more than just writing press releases and maintaining contact with local media. Rotary International provides preproduced public service announcements and encourages all clubs to localize these materials for use in their communities.

(Continued on page 3)

(Continued from page 2)

Special events and other outlets

Rotarians in France celebrated a national Rotary awareness day by sponsoring a movie premiere that raised money for brain research and promoted Rotary at the same time.

Other promotional outlets include:

- Cable and public-access television
- Billboards, posters, and signs
- Newspaper supplements
- Club brochures
- Presentations and speeches

Beyond traditional media

Promoting Rotary in the 21st century means moving beyond traditional media. New technology hasn't made press releases obsolete, but it has added to the arsenal of media tools.

Blogs and podcasts

Blogs are online journals that can include text, audio, video, and images. When the December 2004 tsunami hit Sri Lanka, the Rotary Club of Colombo Regency used a blog to collect donations and help coordinate relief efforts.

A podcast is a digital audio file distributed over the Internet, usually through a subscription-based service.

Other new media tools include electronic press releases, distributed through e-mail, and uploaded videos. More than 50 video uploading and sharing sites allow you to publicize your Rotary efforts on the Web.

From the Public Relations section of the RI web

Rotary Code of Conduct

As a Rotarian, I will...

1. Exemplify the core value of integrity in all behaviors and activities
2. Use my vocational experience and talents to serve in Rotary
3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
5. Promote recognition and respect for all occupations which are useful to society
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship



Kimberley Rotary Club Calendar

(Meetings: 12:45 Monday lunchtime at the Kimberley Club—unless otherwise stated)



January—Rotary Awareness Month

- 7 First meeting in 2013
- ?? New Year Fellowship Bash

February—World Understanding Month

- 15-17 AG Training in Ladybrand

March—Literacy Month

- 1-3 POETS in Durban
- 8-10 POETS in Coleberg

April—Magazine Month

May—No Rotary designation

Dates & Duties

If you are unable to perform a duty, please make sure you arrange a replacement.
(and please advise Barry—by email or SMS—of all changes)

Fellowship

12:30 Welcome Rotarians & Guests. See that Rotarians wear their name tags and that guests are welcomed.

- Jan 7 Lizanne van Niekerk & Nanine van Olmen
- Jan 14 Corlia van Tonder & Amanda van Zyl
- Jan 21 Barry Downs & Andries Erasmus
- Jan 28 Sharon Erasmus & Dwain Evans

Corporal

Grace, 4-Way Test, Toast to SA – Fines – Tailpiece.

- Jan 7 Div Pretorius for Suzette Rautenbach
- Jan 14 Janine Snyders
- Jan 21 Peter Thomas
- Jan 28 Lizanne van Niekerk

Birthday Greetings

- Jan 7 Ryan Snyders
- Jan 15 Maryna Thomas
- Jan 22 Amanda van Zyl
- Feb 5 Peter Thomas

Wedding Anniversaries

- Jan 12 Peter & Maryna Thomas
- Jan 13 Div & Monique Pretorius
- Jan 22 Ken & Gill Quinn
- Feb 1 Hugh & Maureen McGibbon

Induction Anniversaries

- | | | |
|--------|--------------------|------|
| Feb 8 | André Oberholzer | 2010 |
| Feb 13 | Hugh McGibbon | 2012 |
| Feb 21 | Suzette Rautenbach | 2011 |
| Mar 5 | Amanda van Zyl | 2008 |

Coffee Club



10:00 at the "Hole in the Wall"

- Jan 8 Nanine for Peter Thomas
- Jan 15 Corlia van Tonder
- Jan 22 Pete van Zyl
- Jan 29 Barry Downs

Coffee Club Birthday Greetings

Changes—please advise Barry Downs

- Jan 9 John Barret
- Jan 10 Tiny Human
- Jan 13 Jannie Jacobs
- Jan 16 John Paton

Disclaimer

The views expressed in this newsletter are those of the editor and the contributors. They do not necessarily reflect the views of the Rotary Club of Kimberley, of Rotary District 9320 or of Rotary International.

Griqua Goodies

I was working on the proof of one of my poems all the morning, and took out a comma. In the afternoon I put it back again.
—Oscar Wilde