

The Public Relations Committee of Rotary District 5340 has three objectives:

1. To make the public in our area of the world aware of Rotary and our projects. This is done with advertising paid for by a grant from Rotary International as well as press releases and other public image projects. Find ideas on this at RI website link:

<http://www.rotary.org/en/members/runningaclub/InformingTheCommunity/Pages/ridefault.as>

2. To publicize our Rotary District 5340 events to the Rotarians within our district. This is done primarily by blast emails and Quickbits.

3. To assist district clubs with their public relations and public image projects. Resources provided to accomplish that are:

a) Public Relations pages on the District website provide 15 documents that are available to all District 5340 Rotarians. Find these documents at: <http://www.rotary5340.org/pr/index.html>

b) Public Relations Telephone conference seminar conducted last October

c) Additional training at District Assembly.

The Public Relations Chair also has responsibility for the district website, the district directory, electronic communications, RI Convention Promotion and the Rose Bowl float. Contact Judy for additional information on any of these.

District 5340 Public Relations and Communications Committee

Judy Gallegos, Chair

[hey-jude@prodigy.net](mailto:hey-jude@prodigy.net)