**Rotary District Public Image Committee**

Effective public image strategies can help communities understand what Rotary does and how we’re making a difference. Your committee promotes Rotary to the public and fosters understanding, appreciation, and support for our programs. In particular, you:

* Contact the media with stories of projects and events in the district, and share these stories through social media.
* Promote the End Polio Now campaign, our areas of focus, grant successes, and alumni activities.
* Encourage clubs to make public relations outreach a priority.
* Plan and conduct a Vibrant Club Workshop in consultation with the governor and district trainer, as well as the district membership and Rotary Foundation chairs.

**Chair: Chris Lewis**

**Rotary Public Image Coordinators**

RPICs help Rotarians tell Rotary’s story in a compelling way and guide them in their marketing, media outreach, and social media. They:

* Share Rotary’s story and regional impact with the media and their communities, and equip district leaders to do the same
* Show district and club leaders how to use Rotary’s online public image resources to in-crease brand awareness
* Advise districts and clubs on how to implement and regionalize Rotary’s public image campaigns
* Publicize the role of Rotary and Rotarians in polio eradication

**Committee: Keisha Howe**

**Liaison to Membership:**

**Club Promotions/Monthly Newsletter:**

**Club websites: Peter Gudlaugsson**

This position helps the clubs if they have any questions on their existing websites or if they need guidance on starting/changing their website.

**Club Social Media: Curtis Sonnenberg**

This position helps clubs with best practices for social media and provides guidance if they need help with their social media

**District Newsletter: Ingrid Nova**

This position coordinates the District Newsletter

**District Videos:**

This position funnels Rotary Videos for promotion to the clubs.

**District Marketing & Branding (Brand Ambassador): T.R. Shaw**

This position helps with best practices for the Rotary brand and sends the information out the clubs.

**District Social Media: Curtis Sonnenberg**

This position takes care of the District Facebook page and any other social media that the District uses.

**District Communications Officer (website): Ed Foster**

This position is a Rotary International position that serves to connect the District Website to the Rotary International website.

**District Website Master: Ed Foster**

This position takes care of the district website

**District Website Committee:** Kathy Gallagher, Ed Schadt, Teresa Brandell, T.R. Shaw, Ingrid, Nancy Peterson, Brian Tort

These are the people that normally post on the District website.

**Podcasts: Chris Lewis**

This position coordinates podcasts that come from our District along with connecting to Rotary International podcasts

**Google Ads: Jim Cupper**

This position creates and posts Google Ads promoting the District

**Speakers' Bureau:**

This position keeps up a list of speakers for the clubs to connect to for their weekly programs.