

objects of Rotary will be worked into every news release, "sugar coated" to make them interesting to the general public.

8. *Be modest.*

Publicity concerning the Rotary club should never be boastful. Its aim should be public information, not personal notoriety.

9. *Merit publicity.*

Favorable publicity for a Rotary club is best obtained by doing things that merit such publicity.

10. *Avoid ridicule.*

Incidents in meetings that may be amusing to members can bring the club into ridicule if reported to the public.

11. *Invite special guests.*

From time to time, public officials and prominent citizens who are not Rotarians should be invited to Rotary meetings.

12. *"The Rotarian" and "Revista Rotaria"*

Many clubs subscribe to "The Rotarian" and "Revista Rotaria" (Spanish) for school and public libraries; some members put their copies of these magazines, after reading them, in doctors' reception rooms or send them to non-Rotarian friends.

OPPORTUNITIES FOR INFORMING THE PUBLIC ABOUT ROTARY

Public Addresses by Rotarians

Rotarians frequently receive invitations to address other organizations. In

many cases the speaker may bring in references to Rotary to convey to his hearers some understanding of the things for which Rotary stands.

Some clubs present a series of short talks in the high school. Once a week some member describes his vocation and its possibilities for youth. He also tells about the influence of Rotary on business standards. Other clubs present similar talks on local radio programs.

Radio Programs

Some clubs broadcast outstanding addresses delivered before the club. Others arrange for a Rotary program at some other time each week. The club provides the speakers and the musical features.

Articles in Trade Magazines

Often it is possible that addresses are suitable for publication in trade journals. These publications are valuable to high school classes, particularly those dealing with engineering or scientific subjects. A file of these magazines for the high school library is a useful gift.

Meetings for Competitors

In many clubs members bring one or more of their business competitors when a program of interest to businessmen is being presented. At such a meeting the public information committee may have a member give a brief talk on Rotary.

Especially useful to the public information committee is Pamphlet No. 14, "Rotary Publicity." This pamphlet covers the relations of a Rotary club with the general public, local media for the dissemination of Rotary news and suggested methods for best securing their cooperation, a list of activities within a Rotary club which offer publicity opportunities, and other information. It is concise, easily read, and easily followed. Other useful items are "Brief Facts about Rotary," File No. 433, "Informing the Public about Rotary," and File No. 440, "An Outsider Looks In." They may be secured from the secretariat through the club secretary.