

## Rotary in the news



The Rotary Foundation's PolioPlus program and Foundation Trustee Chair Robert S. Scott were recently recognized in Scotland's *Sunday Post* after one of its journalists traveled to India to participate in a National Immunization Day (NID). The piece, "Bob's Mission to Rid the World of Polio," describes the polio eradication effort and highlights the [US\\$100 million challenge grant](#) from the Bill & Melinda Gates Foundation, which Rotary will match over the next three years. Read the story from the *Sunday Post* on the [blog](#) of Gautam Lewis, a polio survivor who recently joined an NID trip to India.

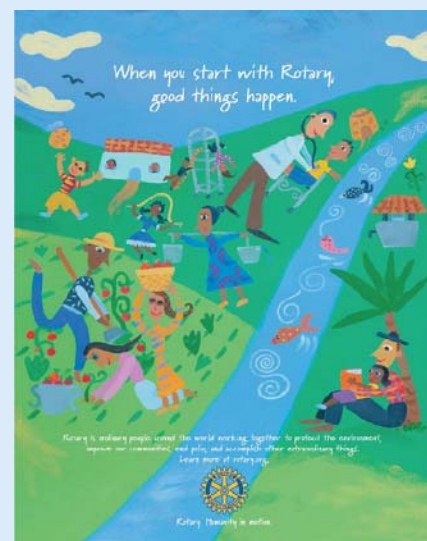
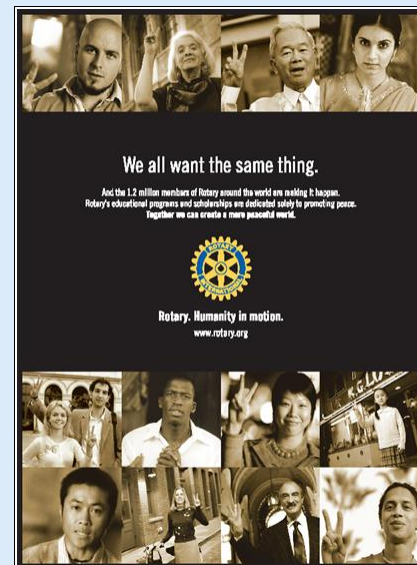
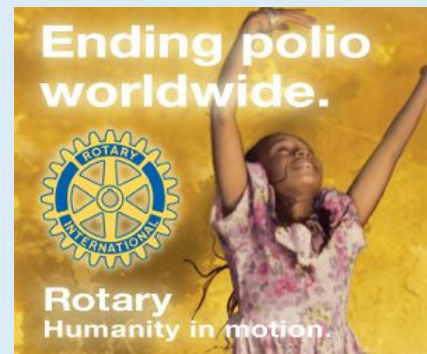
## New Web site encourages donations from the public to end polio

The general public is invited to help eradicate polio by contributing to Rotary's US\$100 Million Challenge through a new "mini" Web site, [www.rotary.org/endpolio](http://www.rotary.org/endpolio). Launched on 4 April, the three-page site urges people "to become part of history by donating to the global effort to wipe out the crippling disease polio." It also explains the Gates Foundation challenge grant, describes funding needs, and provides an overview of the Global Polio Eradication Initiative.

Rotary will market the site throughout North America and encourages club members to spread the word among friends and colleagues. Help promote it through Web sites, blogs, or newsletters, and contact [pr@rotary.org](mailto:pr@rotary.org) with any questions.

## Rotary B-roll now available

[B-roll footage](#), which consists of video clips that illustrate a story, is often used by TV stations to provide supplemental visuals for newscasts. It can



also be used to provide supplemental visuals for newscasts and can be integrated into other videos during the production stages. Rotary offers broadcast-quality B-roll footage featuring polio eradication efforts in Beta SP format. E-mail [pr@rotary.org](mailto:pr@rotary.org) to request a free video for your local station, and watch footage at [The News Market](#).

#### PR Award deadline approaching

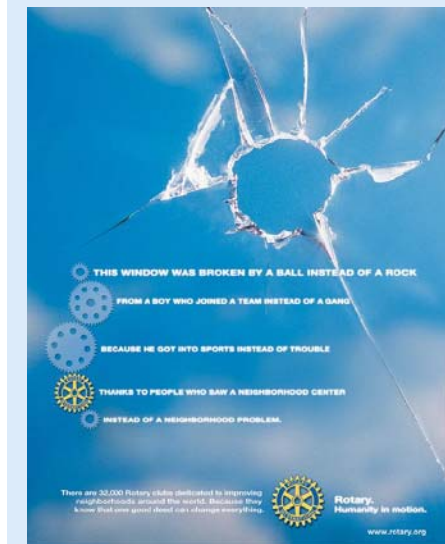
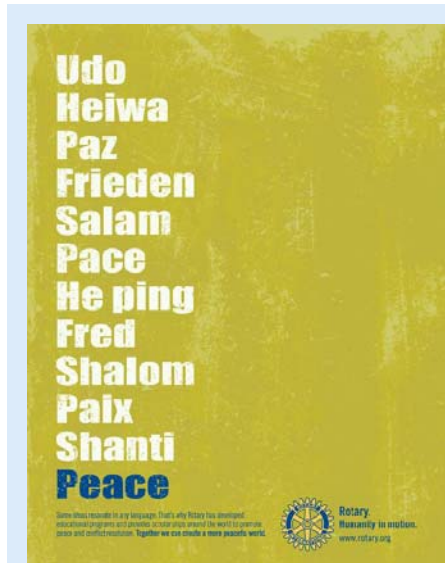
[RI Public Relations Award](#) applications are due 15 May. Designed to recognize Rotary clubs that have raised awareness of the organization in their communities, the award is given out annually to one club per district. Direct questions should be sent to [Jesse Allerton](#), Programs & Presidential Initiatives Supervisor.

#### Rotary materials translated into Russian

Using funds from a PR grant, [District 5010](#), which covers parts of Canada, Russia, and the United States, recently translated [Humanity in Motion](#) materials into Russian. The radio, print, and billboard [public service announcements](#) will help clubs in Russia promote Rotary in their communities. Districts that encompass multiple countries can apply to use a portion of [2008-09 PR grant](#) funds to translate existing Humanity in Motion resources into a language not available through RI. Contact [prgrants@rotary.org](mailto:prgrants@rotary.org) with any questions.

#### Promote RI's YouTube channel

Thanks to you, [Rotary International's YouTube channel](#) has become a huge success! More than 200 Rotarians, Rotaractors, Interactors, and other viewers have subscribed. Keep up-to-date with the site, which includes more than 20 Rotary videos, by registering to receive e-mail notifications when videos are added.



New viewers can easily [subscribe](#), so promote the channel to friends, family, and club members. Consider mentioning it in a club or district newsletter, viewing some of the videos during a meeting, or adding clips to Web sites or blogs to help promote Rotary. (The embedding code is located to the right of each video.) [Read more](#).

### Rotary PR Tips, an international resource

Did you know that Rotary PR Tips reaches more than 4,200 people in 115 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to [pr@rotary.org](mailto:pr@rotary.org).

