

Rotary in the news

The 99th annual RI Convention inspired several news articles. The [Toronto Star](#), for instance, sent one of its journalists to the event and published a story featuring Wilfrid J. Wilkinson, RI's first Canadian president in more than 50 years. [USA Today](#) covered [Rotary's US\\$100 Million Challenge](#), which was officially launched during the convention. Read more stories from the convention [here](#).

2008-09 PR Grants application now available

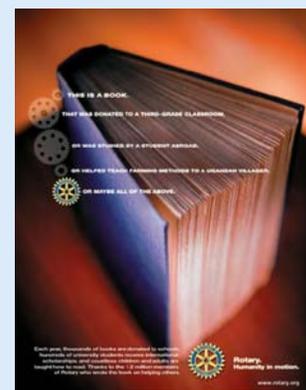
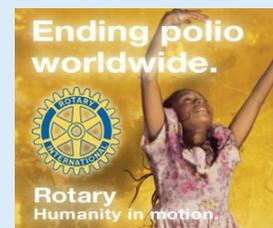
The 2008-09 Public Relations Grants application is now available online in nine languages. Get answers to frequently asked questions, read last year's success stories, and download the [application](#) on the [Public Relations pages](#). Only one application may be submitted per district. If you have any questions, please contact the Public Relations Division at prgrants@rotary.org.

Meet your Public Image Resource Group regional coordinator

The [Public Image Resource Group](#) is a team of public relations, advertising, and journalism experts appointed by the RI president to provide information and public relations support to Rotary clubs and districts. Your regional coordinator can help you promote local and international projects and offer guidance as your district applies for a PR grant.

Year in review: 2007-08 PR success stories

The 2007-08 Rotary year proved very successful in terms of public relations. Many clubs and districts initiated PR efforts



in their communities, and many of their projects incorporated Rotary's [Humanity in Motion](#) public service announcements. To capture last year's achievements, members of the Public Image Resource Group compiled a [list of success stories](#), also available in an [electronic book format](#). Flip through the book by clicking on the corners of each page.

PR Grant Success Story



[District 9600](#) (Australia; Papua New Guinea; Solomon Islands) applied for a 2007-08 PR grant to place Rotary billboard graphics on eight Brisbane buses. The district selected polio awareness images from [Humanity in Motion III: "Best of" Collection \(608\)](#), worked with a vendor to create two designs, then localized them by including a contact number and the Rotary in Australia Web address.

Rotary PR Tips, an international resource

Did you know that Rotary PR Tips reaches more than 4,500 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.

