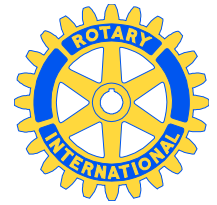




ROTARY PUBLIC SERVICE ANNOUNCEMENTS

**For our
100th
Anniversary
Feb. 23, 2005**

Please edit these PSAs to
meet your local needs



PSAS FOR PRESS, RADIO AND TV

These Public Service Announcements (PSA) for printed media and radio/TV are being provided by “the **Rotary Global History Fellowship, an internet project**” for use by districts and clubs.

Rotary International President Glenn Estess has mapped the course in this our Centennial Year. He has asked us to share and Celebrate Rotary's history and your club's accomplishments by writing Rotary articles for your local newspapers and recording Rotary Public Service Announcements (PSA) for your local radio/TV stations. This “PSA Package” will help you to accomplish that goal.

The Rotary Global History Fellowship has also prepared “generic” Public Service Announcements professionally recorded for radio (in 30 and 60 second segments) on a CD and we would be pleased to send this completed CD to you.

For the CD please write to:

*Dr. Edward “Eddie” Blender
PO BOX 1296
Edwards, Colorado 81632-1296
USA*

Please include a US \$5.00 Handling Charge for the CD.

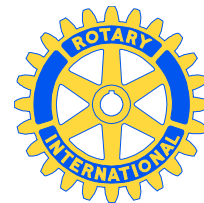
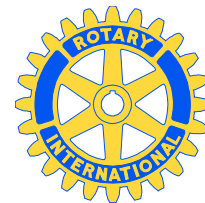


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IDEAS FOR GAINING MEDIA ATTENTION

First:

Determine your goals.

Where would you most like to see media coverage? Prioritize the media coverage you would like to get, and contact those media outlets in order of importance. Press, Radio, TV?

Second:

Develop a story idea and press materials.

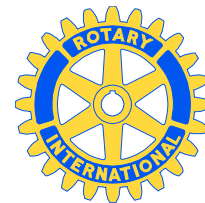
- Invite the media to join your club president (and others) on a visit to a Rotary project site or arrange individual interviews on selected topics.
- Develop background information on the program and the importance of the issue in your community.
- Develop a news release or other press material. Keep it short — no more than two pages, preferably one — and put the most important information in the beginning. Answer the important questions of Where, Why and How
- Obtain endorsement of your projects from community leaders and let the media know others have recognized your efforts.

Third:

Approach media with your story.

- Ask fellow Rotarians connected with the media to consider having their publication or television or radio station cover the project or the special club speaker.
- You may wish to send journalists a news release or contact them by phone.
- Contact journalists directly and explain how Rotary projects have addressed a local community problem and how Rotary projects have benefited the community.
- Begin your conversation by saying who you are and why you are calling. Ask if the journalist would be interested in writing a story about this topic.

Continued next page



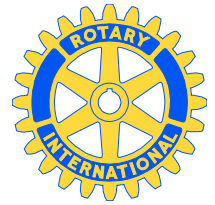
IDEAS FOR GAINING MEDIA ATTENTION ... CONTINUED

- Write an opinion piece detailing a local problem and how Rotary projects address that problem. Submit the opinion piece to newspapers that you would like to run it.
- Personalize your story idea.
- If you would like to highlight a particular program, ask someone who has been positively affected by the program to be available to speak to the media.

Fourth:

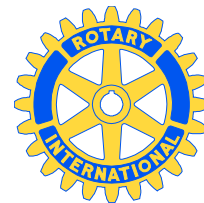
Host an event.

- Celebrate a milestone or achievement by hosting an event (for example, to highlight work with children at risk).
- Create a visually compelling news photo opportunity such as community members benefiting from a Rotary project.
- Ask a child or family who has greatly benefited from a Rotary project to share with the media how Rotary or local Rotary club members changed their life. Contact the media to offer this person or family as a story idea.
- Hold a press conference **only** when announcing a new initiative, program, or project.



Please edit
the following
newsprint PSAs
to your own needs.

Add your telephone
numbers, club
and district information
And cut and paste
and personalize
these PSAs for
your local community.



**Press Release and Photos
For Immediate Release
Vail-Eagle Valley Rotary Club
Contact: Dr. Edward Blender
970-926-6098
EBlender@aol.com**

**ROTARY CELEBRATES ITS
100TH ANNIVERSARY**



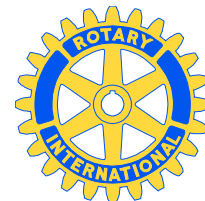
Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards, and help to build goodwill and peace in the world.

Paul P. Harris founded the world's first service club, the Rotary Club of Chicago, Illinois, USA, on 23 February 1905. Rotary celebrates its 100th Anniversary this year.

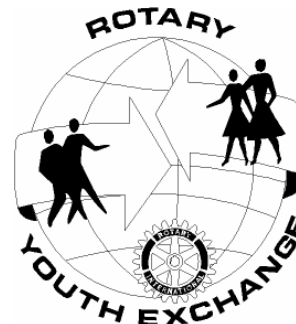
The name Rotary is derived from the early practice of rotating meetings among members' offices.

Today there are approximately 1.3 million Rotary club members of more than 33,000 Rotary clubs in 169 countries.

**Are you interested in joining Rotary?
Are you interested in opportunities for service?
Visit www.Rotary.org
Or telephone 970-926-6098**



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY THIS YEAR
...ROTARY YOUTH EXCHANGE**

Rotary Youth Exchange (RYE) started in 1929 has helped secondary school students ages 15-19 to go abroad for an academic year.

This year Eagle County has sponsored three outbound Rotary Youth Exchange students who are now in Ecuador, Siberia and the Netherlands.

The Rotary Club of Vail - Eagle Valley is sponsoring an inbound student (Penny Tsu) from Taiwan who is attending Battle Mountain HS.

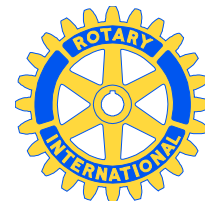
The increased self awareness and global perspective the students receive would not be possible without the many volunteer host families and Rotarians who serve as Youth Exchange officers and mentors.

One of the purposes of Rotary Youth Exchange is to help create world peace through understanding.

Each year, some 8,000 students live overseas under the auspices of Rotary Youth Exchange.

Are you interested in joining Rotary? Are you interested in opportunities to serve?

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PolioPlus



**ROTARY CELEBRATES ITS
100TH ANNIVERSARY THIS YEAR
...THE POLIOPLUS CAMPAIGN**

Working together with WHO, UNICEF, and the CDC, Rotary developed a model for public-private partnerships respected by governments and nongovernmental organizations around the world. It is called PolioPlus.

Since 1988 some 200 countries have participated in the PolioPlus program. And 20 million volunteers, including many Rotarians, have given of their time to protect children from polio and some 2 billion children have been immunized.

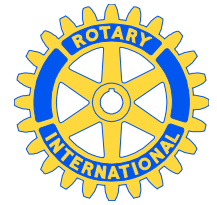
Rotary will have contributed more than \$500 million and countless volunteer hours to the eradication of polio. These funds provided much needed polio vaccine, operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents.

In 1988 only 10% of the world's children lived in polio-free countries and recently as of 1 July 2004 because of the PolioPlus Campaign - over 70% of the world's children are now living in polio-free countries.

The world - at this time now has a 99% decrease in the cases of polio since Rotary launched the PolioPlus program in 1988.

Thank you Rotary!

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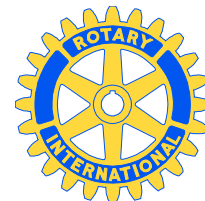
**ROTARY CELEBRATES ITS
100TH ANNIVERSARY THIS YEAR
... GROUP STUDY EXCHANGE**

Since 1965, Rotary's Group Study Exchange (GSE) program has provided thousands of young professionals with the opportunity to travel abroad and share vocational information and cultural exchange with others in another country. To date, more than 46,000 young professionals have participated through more than 10,000 teams involving 100-plus countries at a cost of more than \$82 Million.

These annual awards are made to paired Rotary districts to provide travel expenses for a team of non-Rotarians from a variety of vocations.

Rotarians from different countries host teams and the team members live and eat and interact on a daily basis during a four- to six-week itinerary of vocational, educational and cultural points of interest and always - building international good will, peace, mutual respect and greater understanding.

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ROTARY CELEBRATES ITS 100TH ANNIVERSARY

We are approaching the 100th Anniversary of Rotary (February 23, 2005) ...and the story of the young Chicago lawyer Rotary's founder- Paul P. Harris whose idea of reaching great goals through simple friendships would strike a chord in the hearts and minds of men of all continents.

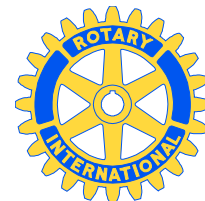
How was such a thing possible? Many have pondered the question, but Paul himself never doubted the obvious answer. Everyone needs friendship, he reasoned. And friends may disagree but — in a spirit of goodwill and fellowship — they can eventually solve their differences. And so it is with families, communities, between communities and states, between nations, and ultimately, the whole world.

Paul Harris believed, unequivocally, that friendship, seasoned with common sense, could settle any kind of dispute; that just getting to know another person could lead to amicable relationships. He was proven right more times than we can even imagine.

In this Rotary's 100th Anniversary year we Celebrate Rotary and its accomplishments in our community and communities throughout the world as Rotary continues helping to achieve world peace and understanding.

Rotarians do "Make A Difference".

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**ROTARY CELEBRATES ITS
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... ROTARY MENTORING PROGRAMS**



Rotary initiated a creative Mentoring Program in the state of Delaware USA when 800 Rotarians and others were trained in 1998 to mentor up to 1,200 elementary school children for a year.

These Delaware Rotarians felt that “with many single-parent families and with the diminishing influence of family on the children, caring older adults can fill a void that is greatly needed.”

In addition to training as mentors Rotary volunteers journeyed in August 2001 from Alaska, to Tomsk, Russia, to spend four weeks developing educational, vocational, and sport programs for 110 children in the Eagle’s Nest Orphanage in Western Siberia.

Since the Team to Tomsk program began, Rotarians have continued providing mentoring, educational and vocational programs. They have also provided winter clothing essentials for children in 22 communities.

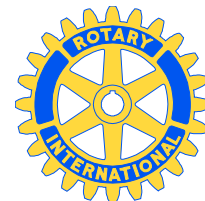
Rotarians feel that there is nothing more important than to take an active personal interest in youth, worldwide.

What are you doing in your community?

Are you seeking opportunities for service?

Do you wish to help by joining Rotary – the world’s largest service organization?

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**ROTARY CELEBRATES ITS
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... ROTARY PARTNERS**



Partnering with other clubs and organizations is important in the Rotary Foundation Humanitarian grants programs. Let's take the example of the Rotary Club of Denver, Colorado, USA, partnering with Project HOPE, in which they sponsored a US\$2.1 million medical aid shipment to 12 hospitals in Vladivostok, Russia, in 1998.

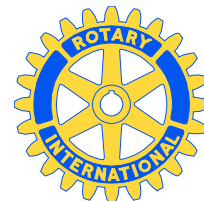
The delivery included rubella/mumps vaccine to immunize 12,000 children, 100,000 vials of insulin for diabetes sufferers, and other basic hospital supplies including gloves, sutures, bandages, and infection control products. Rotary clubs in Russia provided logistical support.

Isn't this a great example of Rotarians working with one another and making a difference by bringing nations together?

Interested in making a difference?

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
FEBRUARY 23, 2005**



Rotary International President Glenn E. Estess Sr. introduced the theme “Celebrate Rotary” for the 100th Anniversary year.

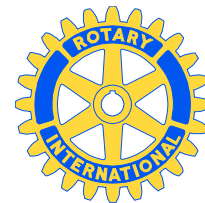
“On a cold February evening nearly 100 years ago, four men gathered in a Chicago mining engineer’s office.

Paul Harris, Sylvester Schiele, Gustavus Loehr and Hiram Shorey didn’t think that one century later 33,000 clubs in 166 countries would be meeting every week. And they certainly didn’t think that they were launching a movement that would capture the hearts and minds of so many.

They only knew that they needed more friends in their lives -- and they took a simple action toward that goal. We are now approaching the 100th anniversary of their action -- a simple meeting between four businessmen.”

Rotarians worldwide are celebrating all of the wonderful things that have happened as a result of that action -Educational, Cultural and Humanitarian Programs. Rotarians dedicated to overcoming poverty, illiteracy and health problems throughout our world.

Are you interested in joining Rotary – the world’s largest service organization? Are you interested in opportunities for service? Visit www.Rotary.org or telephone 970-926-6098



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... THE ROTARY FORMULA**



Broadcasting to a world already at war in 1941, Paul P. Harris (Rotary's Founder) said: "The Rotary Formula is simple. We unite in one common purpose, that of making this world a better place in which to live and do not concern ourselves with other questions. Friendliness and tolerance have been prime essentials in our efforts.

Rotary clubs ... and Rotarians ... respect each other's opinions and are tolerant and friendly at all times. Catholics, Protestants, Mohammedans, Jews, and Buddhists break bread together in Rotary.

Rotary is a worldwide fellowship of business and professional men (and women) who occupy positions of leadership and influence in the communities and in the countries in which they live. Their combined power is imponderable even in so gigantic an undertaking as that of making this world a better place in which to live.

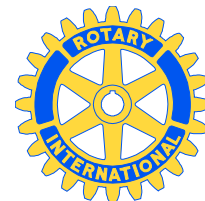
Rotary is a miniature model of a world at peace, one that might advantageously be studied by nations. Rotarians believe that the universal application of tolerance, and friendliness would bring about the international peace so earnestly desired by everyone."

Paul Harris' message resonates the struggle for unity and harmony in the world. If through Rotary's work, we can elaborate and amplify this message of tolerance and respect for our fellow men, we would begin to see the light of peace. Peace between man and man, peace between man and his environment, peace in thought, peace in action, kindness, caring and generosity.

Are you interested in joining Rotary – the world's largest service organization?

Are you seeking an opportunity for service?

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... CREATING PEACE AND UNDERSTANDING**



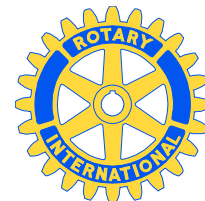
Rotary works in communities both locally and internationally to create better understanding. Here are two examples.

Police Language Training —

1. The Rotary Club of Pietermaritzburg East, South Africa developed a five-week intensive language course in Zulu for police officers of European and Asian decent. More than 80 percent of the local population spoke only Zulu, while most of the police force spoke only Afrikaans or English, often resulting in tragic misunderstandings. This project was one of Rotary's major contributions to fighting crime in the area.
2. The Rotary Club of Aspen, Colorado USA and their club president Marie Munday (an Aspen Police Officer) have developed a Spanish language skills course for their Police Department, which has defused misunderstanding and tension and has precipitated enhanced community awareness amongst all in their town..

Are you interested in joining Rotary - the world's largest service organization? There are opportunities for service in Rotary.

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... OVERCOMING POVERTY**



Rotary serves in communities both locally and internationally to overcome poverty. Here's an example of medical assistance via a Mobile Riverboat Clinic

Along the Meghna River in Bangladesh, roads are scarce and medical care is hard to find. The Rotary Hasuk Mobile Medical Boat Clinic is the only source of medical assistance many people in this rural area will ever receive. The free clinic floats from village to village serving about 60 patients each day, 24 days a month.

On average, 1,200 people visit the clinic each month. The boat's seven-person crew includes Rotary volunteer dentists and physicians from around the world.

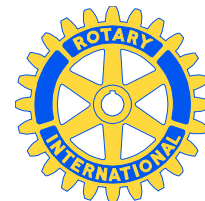
In addition, with the help of The Rotary Foundation, there is now a two-story base hospital with two full-time doctors, one dental paramedic, three nurses, two laboratory pathologists, one radiologist, and two cleaners.

The hospital provides general medical care, and optical, dental, diagnostic, and other emergency medi-treatment along with the boat ambulance.

Rotary provides opportunities for service!

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... OVERCOMING ILL HEALTH**



Rotary works in communities both locally and internationally to overcome ill health and poverty. Here's an example of one of Rotary's international efforts --

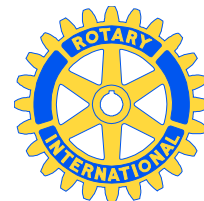
Since 1995, Rotary clubs in Wheaton, Illinois, USA, and Huánuco, Peru, have offered medical services and treatment to Peru's indigenous population in mountainous communities where families suffer from malnutrition, high infant mortality rates, and widespread disease. The program is called Operation Condor.

By 2000, the program expanded to 100 Rotary volunteers from Illinois, New York, Florida, Idaho, Wisconsin, Alaska, Pennsylvania, and Canada. With the equivalent staff of a small hospital, Operation Condor took over two hospitals and five operating rooms to treat 2,000 patients in Huánuco, Peru. The program is still continuing.

Indeed, Rotary provides opportunities for service!

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... OVERCOMING POVERTY**



**Rotary works in communities to overcome ill health and poverty.
Here's an example of one of Rotary's local efforts –**

RotaCare —

**Established in 1989, when the first homeless patient was treated
in Santa Clara, California, USA, RotaCare free clinics have expanded
across the United States.**

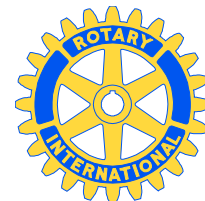
**The nonprofit corporation provides free medical care to the
working poor.**

**More than 1,500 Rotarians, physicians, nurses, pharmacists, so-
cial workers, and other volunteers have joined together in many com-
munities**

Indeed, Rotary provides opportunities for service!

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vice organization?**

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... Rotary Volunteers —**



**Have you heard about Rotary's Volunteer Programs?
Are you interested in "giving back"?**

Rotary Volunteers —

Started in 1979, the Rotary Volunteers program provides opportunities for Rotarians and other skilled professionals to offer their expertise to local, national, and international service projects.

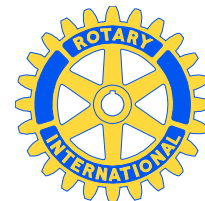
Rotary serves as a clearinghouse — an information network — for volunteers and Rotary-sponsored project sites.

Contact and arrangements for terms of service is made directly between the volunteers and project contacts. Once a registered Rotary Volunteer locates a place to serve, he or she may be eligible for a Grant for Rotary Volunteers.

To date, US\$1.2 million has been awarded for 400 Rotary grants involving 40 countries.

Yes, another example in which Rotary provides opportunities for service! Are you interested in joining Rotary - the world's largest service organization?

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... Health, Hunger and Humanity Grants**



ROTARY PROVIDES LARGE GRANTS CALLED: Health, Hunger and Humanity (3-H) Grants —

These large-scale grants have funded numerous Rotary projects around the world. 3-H Grants have funded long-term, self help grassroots projects that will be self-sustaining after the grant money has been spent. All projects must have had significant Rotary involvement and include Rotary clubs and districts in more than one country.

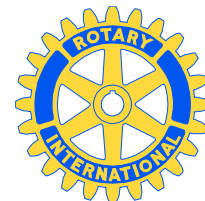
The grants have ranged from US\$100,000 to \$300,000. Launched in 1978, Rotary has awarded more than 250 grants worth \$69 million in 61 countries.

3H grants are an example in which Rotary provides funds for grassroots projects and opportunities for service!

Are you interested in joining Rotary – the world's largest service organization?

Are you seeking opportunities to serve society?

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OR TELEPHONE 970-926-6098**



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... INTERACT**



Rotary believes it must listen to what our youngsters are saying in order to help build for the future. Rotary clubs worldwide have established interactive youth organizations and in particular “Interact.”

Interact —

Rotary inaugurated its first universal youth program, Interact, in 1962 to help youth continue Rotary’s tradition of community service and leadership.

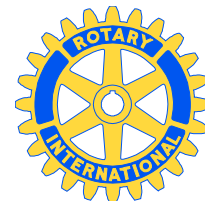
Interact clubs are formed in local high schools and combined with Rotary and school faculty leadership.

Interact projects focus on issues relevant to young people including drug abuse prevention, the environment, homelessness, and urban peace.

Today, more than 10,000 Interact clubs exist in 120 countries.

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ROTARY CELEBRATES ITS 100TH ANNIVERSARY

**... Rotary Fellows/Ambassadorial
Scholarships Program**



Rotary Fellows/Ambassadorial Scholarships Program —

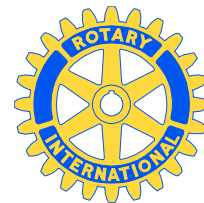
As a memorial to Paul Harris after his death in 1947, a graduate fellowship plan was initiated. Eighteen graduate students from seven countries left their home areas to study in 10 different countries and serve as ambassadors of goodwill.

Today the Ambassadorial Scholarships program allows undergraduate and graduate students to study abroad while serving as ambassadors to the people of their host country. The students give presentations about their homelands to Rotary clubs and other groups and share their experiences upon returning home. To date, more than 36,000 scholarships have been awarded at a cost of more than US\$400 million.

Rotary provides opportunities for service.

Are you interested in joining Rotary – the world's largest service organization?

Visit www.Rotary.org or telephone 970-926-6098



**Press Release and Photos
For Immediate Release
Vail-Eagle Valley Rotary Club
Contact: Dr. Edward Blender
970-926-6098 EBlender@aol.com**

**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... Rotary Youth
Leadership Awards (RYLA)**



Rotary Youth Leadership Awards (RYLA) —

Paul Harris (Rotary's Founder) believed that the Rotary Movement and Rotarians, leaders in business and professions were those persons who were capable of molding a nation's thoughts and to shape its ideals and hold its destiny in their keeping.

Introduced in Australia in 1967, RYLA provides week-long programs of leadership training seminars for students.

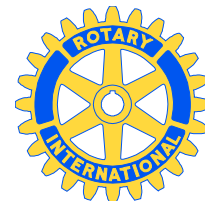
Young people ages 14-30 participate in workshops that focus on leadership and professional development.

Sessions are tailored to participants' interests and age group.

Rotary scholarships the students and provides cutting edge professional instructors.

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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... PEACE CENTER SCHOLARS**



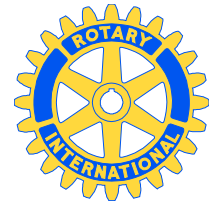
Established in 1999, the Rotary Centers for International Studies in peace and conflict resolution focus on research, teaching, publication, and knowledge on issues of peace, goodwill, causes of conflict, and world understanding.

At a yearly cost to Rotary of US \$3.5 million, 70 Rotary World Peace Scholars begin two-year master's-level degree programs in conflict resolution, peace studies, and international relations at seven Rotary Centers at eight prestigious universities worldwide.

Are you interested in making a difference? Are you interested in helping to change the world?

Are you interested in joining Rotary – the world's largest service organization?

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OR TELEPHONE 970-926-6098



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... LITERACY TRAINING**



Literacy in Bangladesh —

Literacy rates in Bangladesh increased significantly as a result of an innovative Concentrated Language Encounter (CLE) Teaching Technique introduced in 1996 by the Rotary Club of Dhaka, Bangladesh, and the Rotary Club of Footscray, Australia.

Since then, more than 563,382 students have benefited from this program.

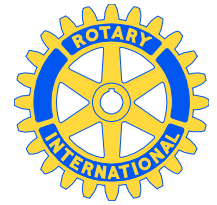
In addition, 5,486 teachers have been CLE trained and their education shared in 3,617 classrooms in 555 government primary schools and 144 Rotary-sponsored primary schools.

Are you interested in making a difference? Rotarians make a difference.

Are you interested in joining Rotary - the world's largest service organization?

Visit www.Rotary.org

OR TELEPHONE 970-926-6098



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY**



Effective Rotary Clubs are composed of caring Rotarians that not only participate in needed programs in their communities but also in communities throughout the world.

Effective Rotary clubs and Rotarians participate in the programs of The Rotary Foundation – contributing close to \$80 million dollars annually to their Annual Programs Fund (Every Rotarian – Every Year) to help make available;

- Matching Grants,
- Group Study Exchange,
- Ambassadorial and
- World Peace Scholarships.

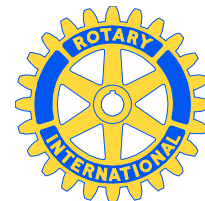
All of those programs completed because of Rotarian caring and participating and helping and believing that they do make a difference in this often cruel and bloody world.

Yes, Rotarians caring and participating and helping to achieve world understanding and peace.

Are you interested in joining Rotary – the world’s largest service organization? Are you seeking opportunities to serve society?

Visit www.Rotary.org

OR TELEPHONE 970-926-6098



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ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... DISASTER RELIEF

In early 1913, disastrous tornadoes and floods swept across the Middle Western United States. Rotary clubs joined together for the first time to establish a relief fund — raising \$25,000 to aid disaster victims.

In 1919, Rotarians in Ohio, USA, established the Ohio Society for Crippled Children — the forerunner of the National Easter Seal Society.

With funds raised from Rotarians around the world, Rotarians in Japan in 1923 responded to a devastating earthquake by building a home for orphans left homeless.

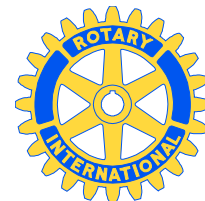
Since 1964, the Matching Grants program of the Rotary International Foundation has matched funds raised by Rotary clubs and districts for international service projects that *involve clubs in two or more countries*. Almost 18,000 Matching Grants in 166 project countries have been awarded at a cost of US\$182 Million Dollars.

When 9/11 occurred the Rotary Club of New York raised \$1.2 million dollars designated to aid victims' families.

And recently when help was needed for the far eastern areas where the Tsunami struck... Rotarians worldwide answered the call with volunteers, supplies and cash. Rotarians believe that combined effort has unlimited possibilities.

Rotary's creed since its inception has been working together to "make a difference." Are you interested in joining Rotary - the world's largest service organization? Are you seeking opportunities to serve society?

Visit www.Rotary.org OR TELEPHONE 970-926-6098



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY**

... PARTNERING

Rotary clubs often partner with outside agencies.

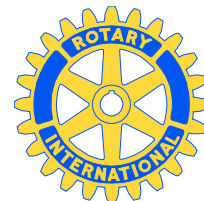
Partnering with other clubs and organizations is important in the Rotary Foundation Humanitarian grants programs. Let's take the example of the Rotary Club of Denver, Colorado, USA, together with Project HOPE, in which they sponsored a US \$2.1 million medical aid shipment to 12 hospitals in Vladivostok, Russia, in 1998.

The delivery included rubella/mumps vaccine to immunize 12,000 children, 100,000 vials of insulin for diabetes sufferers, and other basic hospital supplies including gloves, sutures, bandages, and infection control products. Rotary clubs in Russia provided logistical support.

Isn't this a great example of Rotarians working with one another and making a difference by bringing nations together? This is but one of thousands of examples of what Rotarians accomplish.

Are you interested in joining Rotary – the world's largest service organization? Are you seeking opportunities to serve society?

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OR TELEPHONE 970-926-6098**



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**ROTARY CELEBRATES ITS
100TH ANNIVERSARY
... WORLD PEACE AND UNDERSTANDING**

What do you see and what do you feel when you read the words – *“the achievement of world understanding and peace?”*

Those words are part of the mission statement of The Rotary Foundation.
“.... to achieve world understanding and peace through local, national and international humanitarian, educational, and cultural exchange programs.”

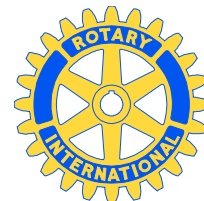
Rotarians believe that world understanding and peace is achievable and they meet each week and together interact and work and serve society locally, nationally and internationally.

Rotarians take the words world understanding and peace and *Service Above Self* seriously.

Rotarians make a difference and believe they can change the world.

Are you interested in joining Rotary – the world’s largest service organization? Are you seeking opportunities to serve society?

Visit www.Rotary.org
OR TELEPHONE 970-926-6098



RADIO/TV — RECORDED PSA

The following pages (pp 32 to 56) contain text prepared for recording “generic” Public Service Announcements (PSAs). These brief PSAs can also be used as a Rotary Minute in your clubs and district meetings.

Please edit the text and insert your appropriate local information prior to making your recordings.

These PSAs have also been professionally recorded for radio (in 30 and 60 second segments) on a CD and we would be pleased to send this CD to you.

The CD is ready to be given to your local radio stations to be used as Public Service Announcements (PSAs). In the USA, radio stations are required to allow for PSAs at no cost for air time — true Public Service.

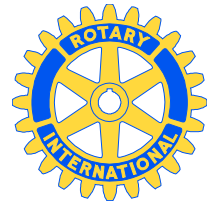
To order the CD please write to:

Dr. Edward “Eddie” Blender
PO BOX 1296
Edwards, Colorado 81632-1296
USA

Please include a US \$5.00 Handling Charge (postage and mailing) for the CD. Make your check out to: Rotary Global History Fellowship



STANDARD STATEMENT



Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 SECONDS.../

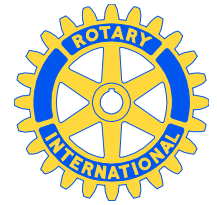
Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards, and help to build goodwill and peace in the world.

Paul P. Harris formed the world's first service club, the Rotary Club of Chicago, USA, on February 23, 1905.

We are now celebrating our 100th anniversary

Today there are approximately 1.2 million Rotary club members of more than 32,000 Rotary clubs in 166 countries.

Join us!



**Rotary International
PUBLIC SERVICE ANNOUNCEMENT (PSA.2005)**

30 SECONDS:

Hello, I'm EDDIE BLENDER and I'm a Rotarian..

CARING FOR COMMUNITIES AROUND THE WORLD —
THAT'S WHAT ROTARY INTERNATIONAL HAS DONE FOR ONE HUNDRED
YEARS.

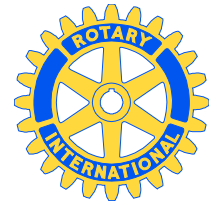
THIS YEAR WE CELEBRATE
ROTARY'S CENTENNIAL,

AND THANKS TO ROTARY,
WE ALSO CELEBRATE A WORLD
ALMOST POLIO FREE

MORE THAN 2 BILLION CHILDREN HAVE BEEN IMMUNIZED AGAINST
THIS CRIPPLING DISEASE. ...
and Polio Plus is only one
of Thousands of Projects
that Rotary has done.....

TO LEARN MORE ABOUT ROTARY AND ITS PROGRAMS,

VISIT ... WWW.ROTARY.ORG



Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
30 SECONDS:

ROTARY MAKES A DIFFERENCE.

**THIS GLOBAL NETWORK OF VOLUNTEERS HAS WORKED FOR
POSITIVE CHANGE SINCE 1905.**

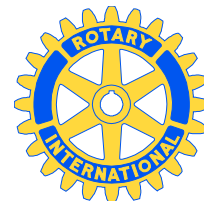
**IN ITS ONE HUNDRED YEARS, ROTARY HAS DEFEATED POLIO,
SENT THOUSANDS OF STUDENTS TO STUDY ABROAD,**

**AND HAS FOUGHT HUNGER,
ILLITERACY,
POVERTY,
AND POLLUTION...**

**AND WE RECENTLY MOBILIZED WORLDWIDE TO OFFER AID
AND SUSTENANCE TO THE VICTIMS OF
THE HORRIFIC TSUNAMI DISASTER.**

**INTERESTED IN JOINING OR PERHAPS TO LEARN MORE ABOUT
ROTARY AND ITS PROGRAMS,**

**VISIT WWW.ROTARY.ORG
OR CALL YOUR LOCAL ROTARY CLUB**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

30 SECONDS:

**IMAGINE A WORLD WHERE
PEOPLE WORK FOR PEACE AND GOODWILL.**

**IMAGINE THAT THEY FIGHT DEADLY DISEASES,
TEACH OTHERS TO READ,
AND HELP THE ENVIRONMENT.**

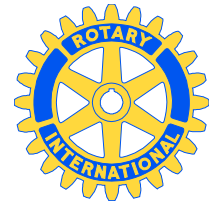
**THIS DREAM IS A REALITY
THROUGH ROTARY,**

**ROTARY,
A GLOBAL NETWORK OF VOLUNTEERS
IN 166 COUNTRIES.**

**AND THIS YEAR ROTARY CELEBRATES
ONE HUNDRED YEARS OF CIVIC SERVICE
WITH A POLIO-FREE WORLD.**

**FOR MORE ABOUT ROTARY AND ITS PROGRAMS,
VISIT WWW.ROTARY.ORG
OR TELEPHONE YOUR LOCAL ROTARY CLUB**

ROTARIANS HELP TO CHANGE THE WORLD.



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

**0:60 RADIO PSA –
“MEANS TO POLIO’S END”**

Could you dedicate yourself to a worthy cause?

-Could you go the distance to keep a child healthy?

**-Could you travel to the other side of the world
to help eliminate polio?**

-Could you?

-A Rotary member could.

**As the world’s polio cases dwindle, Rotary continues
its commitment to end this crippling disease by this year
(Rotary’s 100th Anniversary Year),
to end this disease by providing children around the globe
with needed immunizations...**

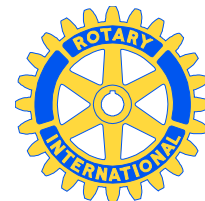
**And this ambitious endeavor is just one of many programs that
Rotary helped create –
an all-out effort to help the world’s children,
one by one, remain polio-free.**

**All it takes is one person to make a difference.
Could you help change the world?
Will you?**

**For more information about Rotary: Visit www.Rotary.org
Telephone your local Rotary Club**

Rotary.....

**Connecting lives.
Affecting lives.**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
60 seconds**

I WOULD LIKE TO SPEAK TO YOU ABOUT ROTARY INTERNATIONAL

ROTARY IS REALLY A UNIQUE BRAND

**Over 1.2 million members makes Rotary big.
Diversity makes Rotary great.**

**Each Rotarian in this network of professional, business
and community leaders offers singular talents,
interests, life experiences and professional expertise.**

**The common denominator is a commitment
to the principle of Service Above Self.**

**A world of opportunity opens up
to each person who joins a Rotary club.**

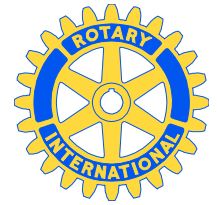
**One by one, each new member makes a difference
Joining with a community of volunteers
stretching around the world.**

**One by one, as they share the vision, Rotary clubs spark the initiative
for educational opportunities, humanitarian projects,
healthier and safer communities,
disaster relief and many more demonstrated acts of compassion
that reach far into the future.**

**It all starts when someone like you joins a Rotary club.
And you, of course, also invite someone to join.**

Interested?

Visit www.Rotary.org or telephone your local Rotary Club



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 seconds.../**

**THIS YEAR WE CELEBRATE
ROTARY'S CENTENNIAL,**

ONE HUNDRED YEARS OF SERVICE

**ROTARIANS
CARING FOR THEIR COMMUNITY AND
FOR COMMUNITIES AROUND THE WORLD —**

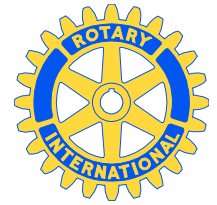
**THAT'S WHAT ROTARY INTERNATIONAL HAS DONE
FOR ONE HUNDRED YEARS.**

ARE YOU SEEKING OPPORTUNITIES FOR SERVICE?

**INTERESTED IN BELONGING TO THIS
GREAT SERVICE ORGANIZATION?**

VISIT: WWW.ROTARY.ORG

AND TELEPHONE YOUR LOCAL ROTARY CLUB



Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 SECONDS.../

THE PHILOSOPHY OF SERVICE IS IMPORTANT TO ROTARY.

**HAPPINESS COMES FROM UNSELFISH SERVICE.
LIVES OF SERVICE ARE LIVES OF HAPPINESS.**

WHY DO WE JOIN ROTARY?

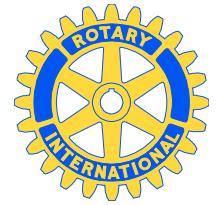
**WE JOIN FOR WE KNOW THAT COLLECTIVELY
WE CAN MAKE A DIFFERENCE.**

**WE ARE AN ORGANIZATION OF LIKE MINDED INDIVIDUALS
JOINING TOGETHER
TO SERVE SOCIETY.**

AND SERVICE ABOVE SELF IS OUR MOTTO.

INTERESTED IN JOINING ROTARY?

**VISIT WWW.ROTARY.ORG OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
60 seconds**

**I WOULD LIKE TO SPEAK TO YOU ABOUT
ROTARY INTERNATIONAL**

**ROTARY IS A NON-POLITICAL AND
NON-RELIGIOUS ORGANIZATION**

**ROTARY'S PROGRAM OF PROMOTING BETTER UNDERSTANDING
BETWEEN DIFFERENT RACIAL GROUPS AND BETWEEN DEVOTEES
TO DIFFERENT RELIGIOUS FAITHS,
SO SIMPLY AND YET SO AUSPICIOUSLY BEGUN IN THE YEAR 1905
(ONE HUNDRED YEARS AGO)
HAS MET WITH GREATER SUCCESS THUS FAR
THAN THE NEGOTIATIONS OF DIPLOMATS.**

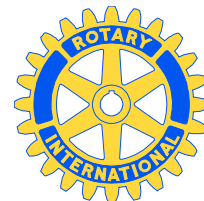
**IT HAS BEEN THE WAY OF ROTARY TO FOCUS UPON MATTERS
IN WHICH MEMBERS ARE IN AGREEMENT,
RATHER THAN UPON MATTERS
IN WHICH THEY ARE IN DISAGREEMENT.**

**ROTARY HAS SATISFACTORILY DEMONSTRATED
THE FACT THAT FRIENDSHIP CAN EASILY HURDLE NATIONAL,
POLITICAL AND RELIGIOUS BARRIERS.**

**THE FOCUS OF ROTARY MAY SEEM TO SOME TO BE SIMPLISTIC,
BUT EVEN AFTER A CENTURY OF DISCONTENT AND WARS,
ROTARY IS STILL SEEN AS ONE OF THE REAL FORCES
FOR PEACE IN THE WORLD.**

INTERESTED IN JOINING ROTARY?

**VISIT WWW.ROTARY.ORG OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 SECONDS.../

**ROTARY HAS SATISFACTORILY DEMONSTRATED THE FACT THAT
FRIENDSHIP CAN EASILY HURDLE
NATIONAL AND RELIGIOUS BOUNDARY LINES...**

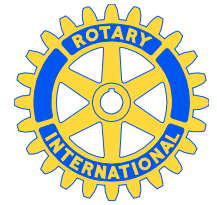
**ROTARY IS A NON-POLITICAL,
NON-RELIGIOUS ORGANIZATION.**

FRIENDSHIP IS THE KEY TO ROTARY!

**THE GENUINE APPROACH TO ROTARY FELLOWSHIP--
THE FIRM HANDCLASP AND THE WARM, INFORMAL GREETING--
SPEAKS IN INAUDIBLE ELOQUENCE:
"YOU DON'T PRAY OR TALK THE WAY I DO,
BUT YOU ARE A FELLOW HUMAN BEING AND I LIKE YOU."**

INTERESTED IN JOINING ROTARY?

VISIT WWW.ROTARY.ORG



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 seconds.../**

THIS IS ROTARY'S 100TH ANNIVERSARY..

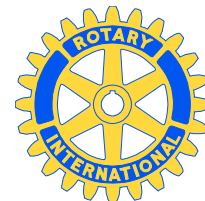
**IT HAS BEEN SAID THAT ROTARY IS A MICROCOSM
OF A WORLD AT PEACE,
A MODEL WHICH NATIONS WOULD DO WELL TO FOLLOW.**

**ROTARIANS BY PARTICIPATING IN
HUMANITARIAN PROJECTS IN THEIR OWN COMMUNITIES
AND COMMUNITIES THROUGHOUT THE WORLD --
MAKE A DIFFERENCE.**

**ROTARIANS
HELP TO CHANGE THE WORLD.**

INTERESTED IN JOINING ROTARY?

**VISIT WWW.ROTARY.ORG OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
60 SECONDS**

**I WOULD LIKE TO SPEAK TO YOU ABOUT
ROTARY INTERNATIONAL**

THE FOUNDER OF ROTARY, PAUL P. HARRIS WROTE:

“FRIENDSHIP WAS THE FOUNDATION ROCK ON WHICH ROTARY WAS BUILT AND TOLERANCE IS THE ELEMENT WHICH HOLDS IT TOGETHER.”

“THERE IS ENOUGH ATOMIC ENERGY IN EVERY ROTARY CLUB TO BLOW IT INTO A THOUSAND BITS WERE IT NOT FOR THE SPIRIT OF TOLERANCE.”

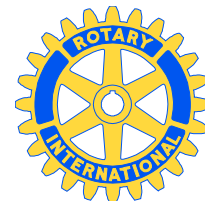
DO YOU KNOW ...IT WAS UNHEARD OF IN 1905 (ROTARY'S BEGINNING) TO MAKE APPLICATION FOR ALMOST ANYTHING WITHOUT FILLING IN THE LINES THAT ASKED FOR YOUR RACE AND RELIGION.

WHEN THE ORIGINAL APPLICATION FORM FOR MEMBERSHIP IN ROTARY WAS DESIGNED THOSE TWO QUESTIONS (YOUR RACE? & YOUR RELIGION?) WERE NOT INCLUDED.

ROTARY'S APPLICATION FORM WAS UNPARALLELED AT THE BEGINNING OF THE 20TH CENTURY. THE ORGANIZATION IS UNIQUE AND THIS YEAR WE CELEBRATE 100 YEARS OF SERVICE.

INTERESTED IN JOINING ROTARY?

VISIT [WWW.ROTARY.ORG](http://www.rotary.org) OR TELEPHONE YOUR LOCAL ROTARY CLUB



**ROTARY INTERNATIONAL
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
60 SECONDS**

**I WOULD LIKE TO SPEAK TO YOU ABOUT
ROTARY INTERNATIONAL**

**DID YOU KNOW THAT ROTARY WAS VITALLY INVOLVED IN THE
FORMATION OF THE UNITED NATIONS IN 1945?**

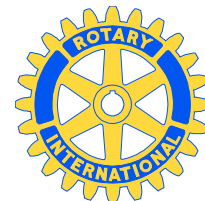
**IN THE LAST 60 YEARS WE HAVE CONTINUED MANY PROGRAMS
OF INTERNATIONAL UNDERSTANDING AND GOODWILL.**

**ROTARY INTERNATIONAL APPOINTS REPRESENTATIVES TO THE
UNITED NATIONS EACH YEAR
TO INCREASE AWARENESS AND RECOGNITION OF ROTARY'S
PROGRAMS, POLICIES, AND ACTIVITIES
WITHIN THE INTERNATIONAL COMMUNITY.**

**ROTARY REPRESENTATIVES AND HEADQUARTERS STAFF
ARRANGE FOR PANEL PRESENTATIONS,
EXHIBITS, AND KEYNOTE SPEECHES
AT MAJOR UNITED NATIONS AND OTHER
INTERNATIONAL MEETINGS AND EVENTS
TO PROMOTE ROTARY AND
THE ACHIEVEMENT OF WORLD UNDERSTANDING AND PEACE**

**ARE YOU INTERESTED IN JOINING ROTARY?
ARE YOU INTERESTED IN JOINING OUR
INTERNATIONAL ORGANIZATION?**

**VISIT WWW.ROTARY.ORG OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 60 SECONDS.../**

I WOULD LIKE TO SPEAK TO YOU ABOUT ROTARY INTERNATIONAL

**UNFORTUNATELY THERE ARE SOME FOLKS IN THE WORLD
WHO ACTUALLY CHERISH ANCIENT AND HEREDITARY ANIMOSITIES,
FANNING THE FLAME OF CENTURY-OLD HATREDS
AS MATTERS OF RELIGIOUS OR RACIAL DUTY.**

**THEY HABITUALLY SPEAK EVIL OF REPRESENTATIVES
OF COUNTRIES OTHER THAN THEIR OWN,
AND IN FACT, SELDOM SPEAK A KINDLY WORD OF ANYONE
EVEN OF THOSE WHO ARE SUPPOSED TO BE THEIR FRIENDS.**

**THAT'S NOT WHAT ROTARY BELIEVES...
THERE ARE OVER A MILLION ROTARIANS
IN 166 COUNTRIES WHO BELIEVE IN WORLD PEACE AND UNDERSTANDING**

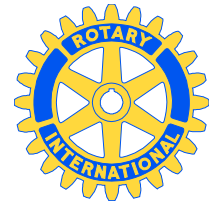
THIS IS ROTARY'S 100TH ANNIVERSARY

**ARE YOU INTERESTED IN JOINING ROTARY
AND HELPING TO MAKE A DIFFERENCE IN THIS WORLD?**

DO YOU SEEK AN OPPORTUNITY TO SERVE SOCIETY?

SERVICICE ABOVE SELF IS OUR MOTTO.

**VISIT ROTARY AT [WWW.ROTARY.ORG](http://www.rotary.org) OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 seconds.../**

**ROTARY BELIEVES AND PRACTICES
TOLERANCE AND FRIENDSHIP...**

**ROTARIANS MAKE A DIFFERENCE...
AND ROTARIANS HELP TO CHANGE THE WORLD..**

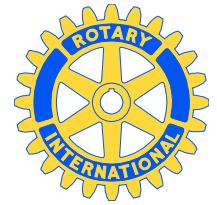
THIS IS ROTARY'S 100TH ANNIVERSARY

**ARE YOU INTERESTED IN JOINING ROTARY
AND HELPING TO MAKE A DIFFERENCE IN THIS WORLD.**

**ARE YOU INTERESTED IN JOINING OUR
INTERNATIONAL ORGANIZATION?**

SERVICE ABOVE SELF IS OUR MOTTO

**VISIT WWW.ROTARY.ORG OR TELEPHONE YOUR LOCAL ROTARY
CLUB**



Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 60 SECONDS.../

COULD YOU DEDICATE YOURSELF TO A WORTHY CAUSE?

COULD YOU GO THE DISTANCE TO KEEP A CHILD HEALTHY?

**COULD YOU TRAVEL TO THE OTHER SIDE OF THE WORLD TO
HELP ELIMINATE POLIO?
COULD YOU?**

A ROTARY MEMBER COULD.

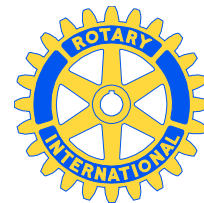
**AS THE WORLD'S POLIO CASES DWINDLE, ROTARY
CONTINUES ITS COMMITMENT TO END THE CRIPPLING
DISEASE THIS TEAR BY PROVIDING
CHILDREN AROUND THE GLOBE
WITH NEEDED IMMUNIZATIONS.**

**AND THIS AMBITIOUS ENDEAVOR IS JUST ONE
OF MANY PROGRAMS THAT ROTARY HELPED CREATE –
AN ALL-OUT EFFORT TO HELP THE WORLD'S CHILDREN,
ONE BY ONE, REMAIN POLIO-FREE.**

**ALL IT TAKES IS ONE PERSON TO MAKE A DIFFERENCE.
COULD YOU HELP CHANGE THE WORLD?
WILL YOU? ARE YOU INTERESTED IN
JOINING THE WORLD'S LARGEST SERVICE ORGANIZATION?**

**FOR MORE INFORMATION, VISIT WWW.ROTARY.ORG
OR VISIT YOUR LOCAL ROTARY CLUB AND FIND OUT
HOW YOU CAN BE A MEANS TO POLIO'S END.**

**ROTARY.
CONNECTING LIVES. AFFECTING LIVES.**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

I'm Eddie Blender and I'm a Rotarian

Rotary is a unique organization

**It's an organization of almost
1.3 million business and professional leaders.**

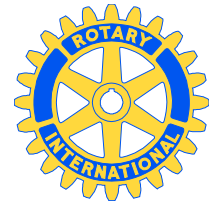
**We are located in more than 165 countries. Providing hu-
manitarian service.**

And building goodwill and peace in the world.

Are you interested in joining us?

Call your local Rotary Club or visit

WWW.rotary.org



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

Rotary is a global network of community volunteers.

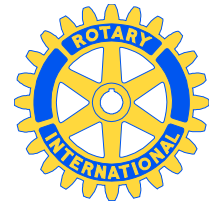
Rotary members are business and professional leaders who provide humanitarian service, encourage high ethical standards, and help to build goodwill and peace in the world.

We initiate service projects in our local communities and communities throughout the world

Addressing such critical issues as poverty, health, hunger, illiteracy, and the environment.

Interested in joining us..

Call your local Rotary club.



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 60 seconds...

I'm Eddie Blender and I'm a Rotarian

Rotary is a unique organization

Rotary clubs participate in a broad range of humanitarian, intercultural, and educational activities designed to improve the human condition.

Rotary's humanitarian grants support club projects that provide health care and medical supplies, clean water, food, job training, youth development and education to millions of people in need — particularly in the developing world.

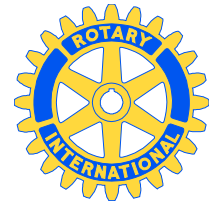
In addition, Rotary provides more than 200 grants each year to fund the work of Rotary volunteers, who travel to parts of the world where their technical expertise and knowledge are most needed to alleviate hardship and solve problems.

Are you interested in joining us?

Call your local Rotary Club or visit

www.rotary.org

**ROTARY: MAKING A DIFFERENCE IN THE
WORLD**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

I'm Eddie Blender and I'm a Rotarian

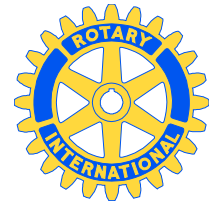
Rotary is a unique organization

Rotary builds World Understanding and Peace through its international scholarships programs, exchange programs, and humanitarian grants.

In 2002, Rotary launched the Rotary Centers for International Studies in peace and conflict resolution, an innovative program designed to educate tomorrow's peacemakers.

We provide fully funded scholarships towards a masters degree in peace and conflict resolution to 60 students yearly.

**ROTARY: MAKING A DIFFERENCE IN THE
WORLD**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

I'm Eddie Blender and I'm a Rotarian

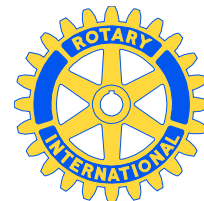
Rotary is a unique organization

Rotary provide fully funded scholarships towards a masters degree in peace and conflict resolution to 60 students yearly

Hosted at seven leading universities around the globe, the 60 World Peace Scholars study international relations, conflict resolution and negotiation —

providing promising leaders the tools to further the cause of peace.

**ROTARY: MAKING A DIFFERENCE IN THE
WORLD**



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

I'm Eddie Blender and I'm a Rotarian

Rotary is a unique organization

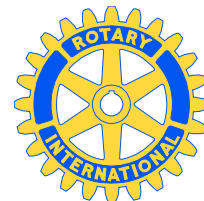
Some 45,000 students from 110 countries have studied abroad since 1947 as Rotary Ambassadorial Scholars.

And, every year some 8,000 secondary-school students experience life in another country through Rotary's Youth Exchange program.

Are you interested in joining Rotary?

Call your local Rotary Club or visit

WWW.rotary.org



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

One Hundred Years Ago.....

Paul P. Harris formed the world's first service club, the Rotary Club of Chicago, it first met on February 23rd, 1905.

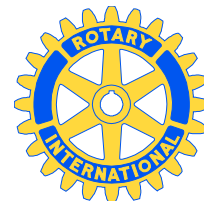
The Rotary motto is Service Above Self and, as we celebrates our centennial,

Rotary continues to concern itself with truth, fairness, improved relations between all people and world peace.

Are you interested in joining us?

Call your local Rotary Club or visit

WWW.rotary.org



**Rotary International
Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)
PSA 30 seconds...**

I'm Eddie Blender and I'm a Rotarian

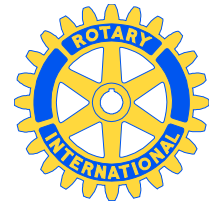
**Belonging to a Rotary club gives men and women
an enjoyable and organized way to make a contribution to
their community.**

**Rotary members meet weekly to plan club, community,
and international service activities.**

**By using their skills and expertise members also enhance
their professional network,
career development,
and cross-cultural understanding.**

**Are you interested in joining us?
Call your local Rotary Club or visit**

WWW.rotary.org



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

I'm Eddie Blender and I'm a Rotarian

Rotary is a unique organization

**Rotary clubs are nonreligious,
Non-political and
non-governmental,**

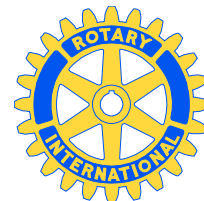
and are open to every race, culture, and creed.

**Members represent a cross section of local business
and professional leaders.**

To learn more about a Rotary

Call your local Rotary Club or visit

WWW.rotary.org



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

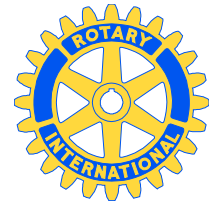
Why Join Rotary?

Each Rotary club strives for a membership that is an up-to-date and progressive representation of its community's business, vocational, and professional interests.

Membership in Rotary offers a number of benefits, including:

- **Effecting change within the community**
- **Developing leadership skills**
- **Gaining an understanding of — and having an impact on — international humanitarian issues.**
- **Developing relationships with community and business leaders**

ROTARY: MAKING A DIFFERENCE IN THE WORLD



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

Rotary club members are part of a diverse group of professional leaders working to address various community and international service needs.

Through community service and other means, Rotary club members help promote peace and understanding throughout the world.

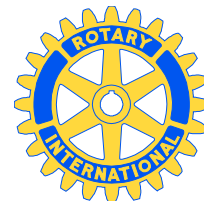
Our members are our most important asset.

They are the force that allows Rotary to carry out its many humanitarian efforts and achieve its mission.

Interested in Rotary?

Telephone your local club

ROTARY: MAKING A DIFFERENCE IN THE WORLD



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

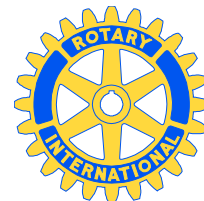
**DO YOUR CAREER PLANS INCLUDE STUDY ABROAD?
THE ROTARY CLUBS OF EAGLE COUNTY CAN HELP**

Rotary's Ambassadorial Scholarships program allows undergraduate and graduate students to study abroad while serving as ambassadors to the people of their host country.

Rotary is interviewing students and grads for the 2006-07 academic year. Applications for these \$25,000 Scholarships are available at

www.Rotary.org

ROTARY: MAKING A DIFFERENCE IN THE WORLD



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

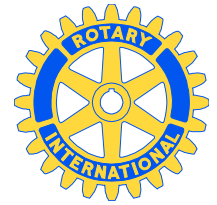
In 2002, Rotary launched the Rotary Centers for International Studies in peace and conflict resolution, an innovative program designed to educate tomorrow's peacemakers.

We provide fully funded scholarships worth \$50,000 towards a masters degree in peace and conflict resolution to almost 60 students yearly.

Want to Apply?

Visit www.rotary.org or call your local Rotary Club

ROTARY: MAKING A DIFFERENCE IN THE WORLD



**Rotary International
PUBLIC SERVICE ANNOUNCEMENTS (PSA.2005)**

PSA 30 seconds...

DO YOUR CAREER PLANS INCLUDE STUDY ABROAD?

YOUR LOCAL ROTAY CLUB CAN HELP.

College and Graduate students or graduates may apply for a Rotary Ambassadorial Scholarship (Valued at \$25,000),

How about a Cultural Scholarship (Worth \$13,000)

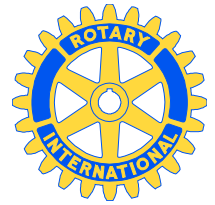
Or a Rotary World-Peace Scholarship to study towards a masters degree at one of seven Universities worldwide and valued at \$50,000

Interested?

Visit www.Rotary.org or telephone your local Rotary Club.

ROTARY: MAKING A DIFFERENCE IN THE WORLD

A LETTER TO THE EDITOR....



February 16, 2005

Via Fax: 970-949-7094

To the Editor of the Vail Daily,

Three Rotary clubs now present in Vail, Eagle and Edwards bodes well for Eagle County for the main objective of Rotary International is service — in the community and throughout the world. Rotary's motto is: "Service Above Self."

In addition to our newest Down Valley Rotary Club (DOVA) in Edwards, just six weeks ago Pitkin County chartered Club Rotario Roaring Fork – a new Spanish-speaking club. As volunteers, members of Rotary plan and complete projects that build goodwill and peace, provide humanitarian service, and encourage high ethical standards in all vocations. There are some 1.2 million Rotary club members in almost 33,000 clubs 166 countries.

Where does Rotary's strength come from? We believe in the brotherhood of man ... Rotary International itself offers a preview of a world at peace - a world of friendship and tolerance. Clubs are formed without regard to either political or religious affiliation.

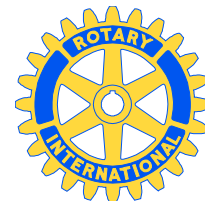
Paul P. Harris, Rotary's Founder stated, "Rotary ... is a way of life ... good, natural, wholesome, friendly ... The world is full of potential Rotarians who are not Rotarians in fact ... If you have the love of your fellow-men in your hearts, my friends, you are potential Rotarians."

Mother Teresa of Calcutta, Indian stated, "...no Rotarian whose motto is Service Above Self, I think, should call himself a Rotarian if he does not make time to serve . . . If we love, we begin to serve."

Are you interested in belonging to this unique organization? Are you interested in helping to make a difference in our community and communities worldwide?

Call 970-926-6098 for further information.

Dr. Edward "Eddie" Blender
Past Governor (2000-01)
Colorado District 5470



A SAMPLE NEWS RELEASE

For **Immediate Release**

Contact: *Dr. Edward Blender, the Vail-Eagle Valley Rotary Club (970-926-6098), PO Box 1296, Edwards, CO 81632-1296*

PRESIDENT OF ROTARY INTERNATIONAL TO HIGHLIGHT THE ACHIEVEMENTS OF THE ROTARY FOUNDATION

(Denver, January 3, 2005) — The president of Rotary International, one of the world's largest service organizations, will highlight the work of the Rotary Foundation at a meeting attended by Rotarians from Colorado, Nebraska and Wyoming. The dinner meeting will be held at the Renaissance Hotel in Denver on Friday evening January 18th.

Rotary International President Glenn Estess' visit will focus on Rotary's World Peace Scholarships, Ambassadorial Scholarships, interactive world Group Study Exchanges and Humanitarian Grants.

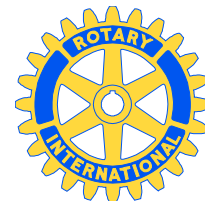
"Today's global communities face many difficulties: the gap in living standards between rich and poor, increasing violence, population growth, food distribution, and environmental deterioration," said Mr. Estess, "...but from the global campaign to eradicating polio to the expansion of literacy programs, Rotary clubs are working on a daily basis to find solutions to the problems in communities throughout the world."

"During my time as a Trustee of the Rotary Foundation, I visited Rotary project sites all over the world. If I had to pick just one project that made the greatest impact on me — it would have to be the Lighthouse for Literacy program in Thailand. Australian Rotarians started this project in just one school district in Thailand and the program was so successful that it spread from school to school and was ultimately adopted by the Thai Ministry of Education. Rotary clubs in other countries adapted the program for use in schools, for adult education, and for street children."

"This is only one of many ways that Rotarians have literally changed people's lives by teaching them to read. I believe we also have to reach out to adults and children who are struggling with functional illiteracy, which is defined as having literacy skills that are too low to perform most daily activities. I have encouraged Rotarians to look right in their own communities — because I believe that every single community in our world — in developed countries as well as developing countries - there are individuals who cannot read a help wanted ad or the label on a prescription bottle and need some help to live a better life."

The main objective of Rotary International is service — in the community and throughout the world. As volunteers, members of Rotary plan and complete projects that build goodwill and peace, provide humanitarian service, and encourage high ethical standards in all vocations. There are some 1.2 million Rotary club members in more than 32,000 clubs in 166 countries.

--END--



FOR THE CLUB INFORMATION OFFICER

To the Club Information Officer:

So you are planning a club project? Don't let's keep it a secret. Rotarians are the best there are at fund raising and planning and organizing service projects large and small, but when it comes to publicizing our accomplishments we usually fall flat on our faces. It has been a tradition in Rotary to do good by stealth, but it is only in fiction where the author can control the outcome and see that everyone gets their just reward that that works. In the real world either nobody notices or some one else gets the credit.

A good bad example is Polio Plus. Rotarians started it. Rotarians raised the money for it, Rotarians are doing the street level work and Rotarians are going to see it through to a totally polio free world. Yet, the Denver Post runs a two-page spread on the drive to eradicate polio world wide without a single mention of Rotary. Who is getting the credit? The World Health Organization, the United Nations, the Center for Disease Control!

We need, from the club level on up, to start putting our brand, the Rotary name and the Rotary emblem on everything we do. Among other benefits, it will help with membership development and retention. If the public knows who we are and what we do it will be easier to attract potential members. The way to create name brand recognition is for as many people as possible to see your brand as often as possible. So we need to get our Rotary brand out to the widest audience on a continual, but varied basis.

Identify your local media. If you don't know who they are call me and I'll help you, but this should be a no brainer, because someone from your local papers and radio stations should be members of the club and should be helping you plan the project, and discussing how to publicize and brand it.

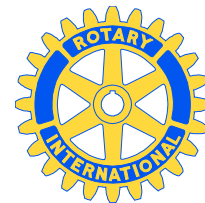
There are three classifications where Rotary International has not imposed a one member limitation: Religion, diplomacy and journalism because multiple religious institutions, diplomatic centers and media outlets exist in the same community. Once you know who your newspapers, radio and TV stations are, talk to them about what they want in the way of press releases, whether they want photos, whether they are willing to send some one to cover your event and what they charge non-profit groups for advertising.

The quickest way to a publisher's heart is through his sales department so budget for advertising as part of your plans and offer to buy an ad up front. Nearly all newspapers have special rates for non-profits. Offering to buy space or time creates great good will, and you may, depending on the policies in place at individual media outlets and the nature of your project, get everything you want and more for free.

I doubt it's much different for radio and TV, although radio and TV are required by the FCC to give a certain amount of time to public service announcements (PSA). We don't have a similar requirement on the print side because all news is public service. (Radio and TV are primarily entertainment media.)

Advertising has another advantage. Ads run when you want them to run and say what you want them to say. If your local editor considers your pancake supper or graduating seniors' picnic too trivial for a news story and only gives you a brief or a calendar mention, your

TO THE CLUB INFORMATION OFFICER.. *continued*



ad will still be seen and read. In addition, news stories only run once in papers — ads give you multiple impressions. Even if your event is semi private, like a high school senior recognition picnic, you will get better turn out if you advertise, because then the parents and community will know about it and encourage attendance. Offer pictures of your president presenting the awards or scholarships to the paper.

Please plan. Don't call the paper or radio station on Saturday morning and say "we're going out to paint Mrs. Elderly's house and can you send a reporter?" Most local papers are woefully understaffed and the staff has already left for the track meet or whatever. Let the media know about your project or event in plenty of time for them to plan to cover it or to work with you to get the information and graphics they need.

If your project is bricks and mortar create visible signage with the Rotary brand and your club's name on it. If you're taking part in or helping with an event sponsored by multiple community groups, make sure your name is on all the signs and advertising too, or promote your part in the event separately.

And when your bricks and mortar project is done, hold a dedication, unveil the sign and make sure the community knows you were there by informing the media and advertising the dedication. Remember your club's newsworthy events: things like the arrival of your youth exchange student, the visit of the GSE team to your community. Let your media know and arrange for them to do interviews. Moreover, even if representatives of the media are members of the club, remind them that you need publicity. We all tend to overlook what should be right under our nose or compartmentalize it as "club" as opposed to "work".

The Rotary International Web Site has very good information on public relations.

Go to www.rotary.org and follow the directions. If you cannot do it personally, someone in your club can, or your local library can help you. You can also download sample letters to the editor, public service announcements and ads.

LET'S CELEBRATE ROTARY!

**Prepared by Rotary Global History Fellowship
An Internet Project**

www.rotaryhistoryfellowship.org

