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Monthly Bulletin of Rotary Club of Secunderabad Sunrise

Club No. 57064 R.I. Dist. 3150
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SUNRISE TIMES

Volume : V Month / Year : 2/2008	Issue No. 8	Wilfrid J. Wilkinson RI President	Dr. Vijendra Dist. Governor	B.S. Ravindranath President	K.A. Ramayya Secretary	www.rcss.in
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VISIT TO NALSAR UNIVERSITY

Rotarians lead by Rtn.Ravindranath, the president visited NALSAR University on 02-02-2008, Mr.Ranbir Singh Vice Chancellor has received the Rotarians at the entrance. We were taken to committee room and presentation was shown in detail giving the history, growth and activities of the University.

There after we were taken on conducted tour of the entire campus including library, court room, conference halls, hostels and convention center.

We were further briefed by the Vice Chancellor and Registrar regarding the attractive placements for the students. Rotarians were highly impressed with the quality of the education and the transformation of the students in to bright lot over

the period of 4 years. President profusely thanked the Vice Chancellor for this vocational visit.



SPEAKER MEETING ON 09-02-2008



Speaker Meeting was organized on 09-02-2008 at Taj Tristar, Mr.G.S.Rao was the speaker who spoke on alternative therapy Viz seed therapy. The narration given by the speaker regarding the



ailments and the simple solutions through seed therapy were amazing. The interactive session followed was very lively. Speaker was presented with memento.

PULSE POLIO ON 10-02-2008



Rotarians led by Dr.L.R.Surender visited Addagutta, PHC for participating in the pulse polio activity. Rotarians administered drops to the children. Publicity



materials were distributed to people at Addagutta, .Breakfast was arranged for all to enthuse the staff associated with the camp.

VEDUKA, District Conference held at GUNTUR



Group of Rotarians led by Rtn. Ravindranath attended the Vedula held at Guntur. The participants from all the clubs were high in number. The quality of presentations, Entertainment, Food etc., was very good and appreciated by one and all. The participation of large No. of participants from several countries have made the conference lively. GSE team from Colorado made presentations about USA and Colorado. Representative of RI was Mrs. Caroline Jones. She gave presentation on her project in Russia.



Market your Club

Sell your club just as you'd promote your business

You know how to market your business. Why not use the same strategies to promote your Rotary club? If carried out properly, marketing can increase awareness about Rotary, draw members to your club, raise money, and ultimately enhance your club's potential for humanitarian service.

Assemble your team

First of all, you need to assemble a marketing team. You'll want the following key players:

WEB MASTER This is someone who oversees your club's Web site. Webmasters post information, including upcoming speakers and events, and summaries of service projects. They maintain the club's member directory and should also provide contact information in case a local reporter wants to write about the club's latest fund raiser. Everything from a rubber-duck race to a wine-tasting soiree could attract media attention.

PHOTOGRAPHER This is a job for the club member who knows the difference between pixels and pixies. This person photographs club meetings, social events, had service projects with a digital camera - preferably at least four mega pixels, but six or above is a whole lot better - so the photos can be e-mailed to the media, burned onto a CD, or posted on

the club's Web site. Photographers should set their camera to the highest resolution and capture images of people (especially Rotarians) in action. Sure, they could slap podium shots, handshakes, ribbon cuttings', and check presentations, but the press is more likely to print a compelling candid.

PUBLICITY CHAIR An enthusiastic promoter, this person oversees the writing and distribution of press releases about the club's activities and scheduled speakers, born before and after the event. Give this job to that media-savvy club member, the one who can write in a lively and concise fashion and knows how to contact editors and reporters at local newspapers, magazines, and radio and TV stations.

NEWSLETTER COORDINATOR This person compiles and edits the content for the club newsletter and oversees the design and layout, whether it's a traditional printed bulletin or an on-line version for the club's Web site.

ROTARY'S PR EXPERTS Rotary International's Public Relations Division is

ready to answer all your PR questions. The staff can provide you with resources including public service announcements for TV, radio, print, and billboard; guides to help you work with local media; and brochures to promote Rotary. Get sample news release templates as well as fact sheets on topics such as Rotary's educational programs, Polio Plus, health, and water by contacting Public Relations Coordinator Joe Lorenzo at 847-866-3387 or joseph.lorenzo@rotary.org. You can also access PR tools in the Members section of the RI Web site; click Running a Club, then Informing the Community. Get the word out! Now that you've put together your team, it's time to disseminate your club's message. Try these approaches:

PRESS RELEASES The mayor is scheduled to speak to your club, and you want to let local newspaper, radio, and TV reporters know. Dash off a one-page press release that includes contact information and the five : who, what, where, when, and why. Then e-mail or fax it to your targeted media outlets. Be sure to send the press release at least one week before the event. If you get writer's block, check our samples are www.rotary.org.

PRESS CONFERENCES Use them for big announcements. For example, at the presidential membership conference in South Bend, Ind., USA, the Rotary Club of South Bend arranged for RI President Wilfrid J. Wilkinson to present a check in support of its Hurricane Katrina housing effort, and the local NBC television affiliate covered the event.

LETTERS TO THE EDITOR You've just read an article about students low reading comprehension scores on standardized tests. Now's the perfect time to tell the community how your club is working to promote literacy. Keep your message simple and direct, and state it clearly in the first sentence. Make your letter timely, keep it brief. And include contact information. Don't forget to sign it.

ADVERTISING Your club is celebrating its 10th anniversary, and it wants to capitalize on the landmark occasion to attract more members. Place an ad in your local newspaper or magazine. Need high-quality photos? Look under Rotary Images in the Media and News section of the RI Web site.

PUBLIC SERVICE ANNOUNCEMENTS Your club

wants to let the community know about Rotary's good deeds but doesn't have an

advertising budget. Not to worry. RI has made it easy for you by preparing the four-disc Rotary: Humanity in Motion III: "Best of" Collection (60S-EN), which contains TV, radio, print, billboard, and Internet public service announcements (PSAs) that focus on Rotary's work in polio eradication, literacy, water, youth, hunger, international education, and peace.

HOW TO PITCH A STORY SO you've got an idea for a story on an upcoming service project. You've also got contact information for a local reporter. Before you pick up the phone, ask yourself these questions:

- Is your idea newsworthy?
- Are you calling at least a week before the event will take place?
- Will the reporter be available to listen? Mornings are usually best.
- Can you pitch your story in less than two minutes?
- Do you have background materials you can send immediately?
- Will you be able to field calls from a reporter who needs more information later?
- Can you work within the reporter's deadlines?
- Have you informed your fellow club members that you're sending information to the press so they won't be surprised if a reporter contacts them?

Have you prepared yourself not to take it personally if you get no for answer?

BILLBOARDS Some billboard owners will offer nonprofit groups like Rotary clubs space on vacant billboards for the cost of posting.

BLOGS You're leading a Group Study Exchange team in Japan, and you want to share all your great photos and stories along the way. This is the perfect opportunity to create a blog, which can become an on-line journal. Get inspired at www.gsemanchester.blogspot.com.

YOUTUBE Everybody's doing it, so why aren't you? When you upload a video on YouTube, it's easy to send a link to local media, and people around the world can view it. See some Rotary PSAs at www.youtube.com. (Search for Rotary + polio.)

NEWSLETTERS Blogs may be glitzy and new, but your club still enjoys a good old-fashioned newsletter. Expand your mailing list to include community leaders, businesses, and media. And, of course, post it on your club's Web site

Speaker Meeting on 23-02-2008

Speaker Meeting was organised on 23-02-2008 and birth anniversary of rotary was also celebrated. Mr. Jawahar Vadlamani spoke on various activities of the rotary movement and the unlimited opportunities available in the rotary for rendering

service to the society. All the Rotarians were highly inspired and motivated to take the cause of the rotary further and to widen the activities. Mrs. Uday Kumar present in the meeting has cut the cake on this occasion. The event was colorful



CALENDAR FOR March 2008

- 1st & 2nd - Cricket fellowship matches with RI Dist 3020
- 04th - Board of Directors meeting at Secunderabad Club.
- 08th - Speaker meeting, **Speaker:** T.M.Venkatesan
Topic : Six Sigma Methodology
- 15th - Vocational Visit to Diamond Polishing centre at Suryalok Complex, Gun foundry, Hyderabad.
- 21st - Joint fellowship on the occasion of Holi with Secunderabad Club
- 29th - DGs official Visit RCSS

BIRTHDAYS

- 6 March - LR Pranitha, D/o. Rtn. Dr. LR Surender
- 7 March - Rtn. Ajit Gandhi
- 10 March - Shreya, W/o. Rtn. Shravan Malani
- 10 March - Rtn. K.A. Ramayya
- 17 March - G. Alekhya, D/o. Rtn. Srinivas Gumidelli
- 20 March - S. Jayshree, D/o. Rtn. Madhu Suresh
- 22 March - Rashi Goyal, D/o. Rtn. Anil Ratan Goyal
- 22 March - Ritu Gupta, W/o. Rtn. Samir Gupta
- 24 March - Rama, W/o. Rtn. E. Satish Manohar
- 28 March - Mannu K. Gossain, S/o. Rtn. Monica Gossain
- 29 March - Piyush, S/o. Rtn. Shri Kant Rathi
- 30 March - Susheel, W/o. Rtn. T. Rakesh Reddy

WEDDING ANNIVERSARY

- 4 March - Rtn. T. Rakesh Reddy
- 30 March - Rtn. K.A. Ramaiah

