

November 2009 Communication Chronicle



*Irina
Bulkley-Hopkins,
Chair*

Dear Fellow Club Members,

The Chronicle is designed to help connect and inform all of us in the Big Club, and re-energize the members around our Club's vital activities.

This month we are proud to announce the latest Communications Committee offering: YOU CAN NOW ADVERTISE YOUR BUSINESS through the Rotary Club of Denver!!! Please tune into President Roland's announcements at December meetings, and watch December Keyways and e-mail blasts for more information and appropriate links!

Additionally, please do not forget that it is to your benefit to fully utilize the wonderful Business Directory tool in the Members Only area of the web site. It is YOUR (or your business) web page designed to share volumes of helpful information with your fellow members. Soon we will be ready to accept and post your web page content from you, so please begin thinking about what you would like to say there! Also note that we envision taking this vital tool even further by potentially offering those of you who purchase web site advertising space to make your Business Directory page available to the general public.

Carol Duncan presented the The Rotary Club of Denver Store concept to the Board and received a cheerful approval to produce first batches of the Rotary Club of Denver merchandise, just in time for the Holiday Season! Please stay tuned and get ready for the goodies – they will make great gifts for friends and family!

President Roland, Grant & Marlene Wilkins, President Elect Doug McLemore and I had a very productive meeting with the 9News Vice President of News Patti Dennis and Assistant News Director Tim Ryan kindly arranged for us by Wick Rowland. Our concept of producing a series of coverage opportunities for the Club's community service efforts, over a period of several months, was very favorably received. The story of Grant Wilkins with the focus on Rotary International and eliminating Polio aired on Thursday, November 19, 2009, as prepared by Jim Goddard. In the morning of November 23, 2009 I was able to arrange a My20 live guest appearance of President Roland focused on attracting new diverse membership and the Club's partnership with Denver Kids.

President Roland, Will Snider, Luis Colón and I discussed a Membership and Communications Committees collaborative strategy to attract new diverse membership. On behalf of Communications, Luis kindly agreed to research the activities of the organizations we decided to attract, with the goal of finding mutual interests. Pending the results, the Membership Committee will finalize the prospective contacts list and the Communications Committee will produce an outreach message. In January, we will begin scheduling in-person meetings with those organizations, with major help from President Roland's little black book of Who's Who in Colorado.

Last but certainly not least, we would like to thank Su Ryden, Donna Hultin, Stephen Straight and other members of the Branch Rickey Team, for the wonderful job they have done with the November 14, 2009 event and the affiliated press coverage. Branch Rickey's media outreach is separate from Communications Committee outreach efforts, however, we are always glad to cheer for the terrific accomplishments of our friends. Please look for media links on the Branch Rickey web site at www.BranchRickeyAward.org.

Coming in December, I will be working with Alison Clark-Hardesty, Dan Lutz and Randy Dunn on December coverage for the Club's kids mentoring efforts and with Grant Wilkins on January coverage for the RI President's 25th visit to the Rotary Club of Denver. Also in the pipeline is a Hero Story focused on the Club's collaboration with Project C.U.R.E.. President Roland, VP Bruce Peterson and I will be working on a recognition event for the leaders of 9News. Peg Johnston and I will work on connecting with Rocky Mountain PBS Board and I will begin establishing connections with Colorado radio stations. Next meeting with the Marketing Video Producer is scheduled for December 3, 2009. The Marketing Brochure group picture session is on December 17, 2009, after the Holiday Party.

Please stay tuned and feel free to join us in having all this fun!