

Dear Fellow Club Members,

First and foremost please allow me to welcome you to the new medium, a monthly Communications Chronicle. Its goal is simple: COMMUNICATE! Through the Chronicle we offer all members and Committee Chairs a unique opportunity to express your thoughts and needs, share successes and frustrations. The Chronicle is designed to help connect and inform all of us in the big club, and re-energize the members around club's vital activities. It is most certainly NOT solely about Communications Committee, though in this first issue I will let you in on what's going on with us.

We had an early start in June, in anticipation of the new year's many exciting adventures. We hit the ground running by settling on a club communications strategy, and within it identified our priorities, goals, actions and success measurements. The budget was discussed and we are not much better off than everyone else in these tough times! The good news is that we have enough money to continue with all of the important initiatives, with no excess for any fluff!

We have thirteen out of the eighteen projects identified that will be featured in the public outreach series extended over the next 12-18 months. More projects are needed and welcome – please contact me with any ideas and suggestions! We have a working draft of a standard message that will be included, in one form or another, in all of our public outreach pieces on TV, radio, in the published media, or elsewhere. We have developed a draft of the Advertising Price Schedule and submitted it to the club's leadership for review. And finally we came up with a Rotary Club of Denver “brand” recognition statement! Next, it will have to be presented to the Board for approval and it will likely become a Registered Trademark, to be used for our public outreach campaign.

This was a very productive month and we had lots of fun. Please stay tuned and do not forget: Communications Chronicle stands ready to assist with anything you may wish to COMMUNICATE to the rest of the club!

Thank you,
Irina Bulkley-Hopkins
2009-2010 Communications Committee Chair