

AROUND

Ed. 6 of 2008/09 • Sept 17-30, 2008

A ROTARY CLUB OF BELIZE NEWSLETTER

Could We Use EcoStove???



From the Rotary Website

Residents of a rural community in Honduras have Rotarians to thank for more efficient stoves that burn less wood and reduce their exposure to indoor air pollution. The Rotary Club of Madison, Alabama, USA, helped install ecostoves in all 47 homes in Jayacayan, Honduras, earlier this year as part of an ongoing service project. The club got the idea after taking part in a larger service project with other Rotarians in Honduras last year.

The ecostoves vent smoke outside the home, unlike the mud stoves the villagers were using before. Use of those stoves increased the villagers' exposure to indoor air pollution, up to 20 times the acceptable limits, according to the World Health Organization. The new stoves also use 80 percent less firewood, because the heat is concentrated in a specially designed firebox.

Steve Baum, a Rotarian who helped organize the project, said one woman told him she only needs scraps of wood and woodchips to cook. "We were so rewarded," Baum said. "It made such a difference in these people's lives."

Project roots

Club members decided to take on the project when they went to Honduras in 2007 on a service project with a larger group of Rotarians from the Southern United States. They researched several designs before settling on this one, in part because all the materials could be purchased in Honduras,

helping the local economy. A contact in Honduras worked with people in the community to sell them on the idea for this stove design before the Rotarians started a pilot program. The Rotary Club of Choluteca also helped coordinate between Rotarians and community members.

Early in 2008, several local residents were trained in stove construction. The Madison club paid for the more expensive items for the stoves such as the steel plancha, or cooking surface, which cost US\$60 per stove, while community members provided sand, cement, mud blocks, and other materials used to install the stoves. "That was very important," Baum says. "They had taken ownership of these stoves. It wasn't somebody giving them something ... they contributed to [it] themselves, and they got to see the benefit of it." The club has set up pilot projects in two more communities in the area in hopes of continuing the project there next year.

Ed Note: Attention Service Projects Folks! This could be a great project for Belize

Paparazzi Corner



I'm feeling POWERful! Yeah Baby!

Diary Dates

Dist. Conf Comm Meet

September 17, 2008

Bollywood Fundraiser

November 14, 2008

New Year's Bram

December 31, 2008

Rotary BIG Raffle

February 14, 2009



Absent? Make It Up!

Rotary Clubs

Belize Sunrise	Radisson, Tue Belize City, 7:30am
Orange Walk	The Diner Wed @ 7:30pm
Belmopan	G. Price Center Tue @ 12:00pm
Corozal	Hokol Kln Tue @ 7:30 pm
Placencia	Yoli's Tue @ 12:30pm
Dangriga	Southern Reg. Hosp. Thur @ 7pm
San Ignacio	San Ignacio Hotel Thur @ 7am
Punta Gorda	Grace's Reataurant Thur @ 6pm
Rotaract:	
Belize City	Helpage Bldng Fri @ 7:30 pm
San Ignacio	San Ignacio Hotel Mon @ 7pm
Belmopan	Belmopan Library Sun @ 6:30
Interact:	
Belize City (2)	SCA Thr @ 3: 20pm SJC Tue @ 3:30pm
San Ignacio	Sacred Heart Coll. Mon @ 3pm

Rotary Public Relations Tips

We know Alberto knows this stuff, but the rest of you can help him!

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks. Paul Harris once said, "In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately."

Writing An Effective Press Release

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

Inverted pyramid

Most press releases and other written communications for the media use an in-

verted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The Five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

Who? The main focus of your story; a person or group at the center of the story

What? The event or project with which your club is involved


Where? The location of the event, including a street address

When? The time, day, and date of an event, or the time period involved for a person or project

Why? The reason the event, person, or project is significant to the public

Continued on back page

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Club Announcements

The Interact Clubs at SJC and SCA are once again in full session. Their first project is the continued painting of the Salvation Army Rest Home on Cemetery Road (a project started in April). This will be done over 2 Saturday sessions. The first is September 27 and the Second November 1. The clubs are asking for donations of paint and paint brushes to help with the cause. Rotarians are also asked to come out and support these young men and women. A PETS is also planned for January.

Interact is also seeking donations of cash so that they can buy themselves some club t-shirts. This will provide some much needed unity until the banners arrive.

Membership Benefits



Definitely Feeling the "Love"

<p>Rotaract Reminder John Oliver - Sept 19 Lynn Young - Sept 26</p>	<p>Interact Liaisons SJC: Santiago & Maria SCA: Anthony & _____</p>
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Jim's Clean Joke Corner



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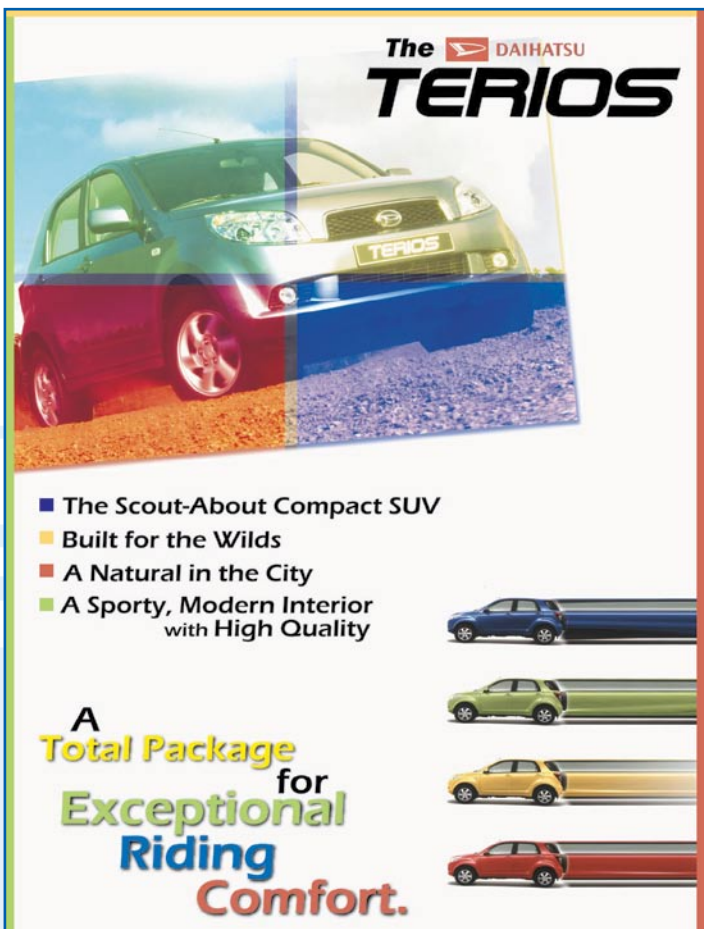
More Help on Rotary P.R. Tips

Continued from Inside

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary.

Beyond the press release

Rotarians can communicate stories to the media in many other ways, such as:



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Media alerts

Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.

Letters to the editor

The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the templates from RI to get started.

Media kits

Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.

Fact sheets

Fact sheets provide details about programs to ensure that journalists have accurate background information.

It's important to evaluate what public relations efforts have and haven't worked. Watch for Rotary-related news clippings in the papers you've contacted. Cut them out, and compile them as a way to document your success and to build a learning tool for future PR work. Always remember to send thank-you notes to those who helped

Quotables

Democracy consists of choosing your dictators, after they've told you what you think it is you want to hear.
Alan Corenk

Your Leaders

President
Ellison Flowers
Past President
Sandra Bedran
President Elect/
Membership
Maria Price
Secretary
Cynthia Awe
Treasurer
Tessa Usher
Fund Raising
Dennis Johnson
Club Admin. Dir.
Sylvia Cattouse
Service Projects
Sandra McKay
Foundation Dir.
Giovanni Heredia
Public Relations Dir.
Alberto Young

What's for Lunch?

Sept 17

Plated:

Stewed Beef
Split Peas
White Rice
Cilantro tomato salad
Coconut pie

Radisson

RADISSON FORT GEORGE
HOTEL AND MARINA

Sept 24

Plated:

Potato salad
Baked chicken w/stuffing
Grilled pork chops w/ papaya
Rice & beans
Steamed vegetables
Fresh fruits

Special Dietary Requirements
Please contact Pat Lamb or
Rotarian Jim Scott at Radisson



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