

P-418 Public Image Plan
Rancho Sordo Mudo

Upon approval of this grant, the first trip will be scheduled to visit Rancho Sordo Mudo and locally purchase needed items.

Pictures will be taken throughout the visit which will be posted on the San Clemente Sunrise Rotary Club's social media and website. In addition, a press release with photos will be issued to the local media including the Orange County Register, The San Clemente Times, The San Clemente Patch and a list of community area newsletters.

This Public Image process will be repeated for subsequent visits to Rancho Sordo Mudo throughout the year.

Each year the Rancho Sordo Mudo executive director visits a San Clemente Sunrise Rotary Club meeting to provide a status report on the school. Local press will be invited to attend. But, as a precaution, pictures and a press release will be issued to those media not in attendance.