

Public Image Plan
Ocean Institute Adopt-a-Class
Advanced Lab – High School
Hermit Crab Lab – Kindergartners

Day of event, Public Image Strategy – Each child participating in either program will be given a flyer to take home to their parents that thanks them for participating in this San Clemente Sunrise Rotary Club program.

Additionally, pictures will be taken throughout the event which will be posted on the San Clemente Sunrise Rotary Club's advanced social media and website. In addition, a press release with photos will be issued to the media.

Follow-up: the School Principals, Teachers, and their selected students and their parents will be invited to attend one of two club meetings, one for the high school students and one for the kindergarten students. Local press will be invited to attend these meetings.

Upon approval, this grant will be announced in detail to the press. An ocean institute representative will be invited to a club meeting. Local press will be invited to attend. But, as a precaution pictures and a press release will be issued to local media including the Orange County Register, The San Clemente Times, The San Clemente Patch and a list of community area newsletters. These releases will be issued to those media not in attendance.

Additionally, there may be City of San Clemente official recognition of this program. That will require City Council action immediately after the events have occurred. This aspect of the plan depends on the City's action. However, this action will be requested.

Also, the Ocean Institute will "give us recognition" for this grant in their publications. While that is still not defined, the Club will work to firm this up over the next six months.

Internally, every Club in our district will be notified of this program through District newsletters and posts on the District website..