

RESOLUTION 17R-22

To request the RI Board to consider designating a Magazine Month

Proposer(s): Rotary Club of Yamato Naka, District 2780, Japan

Endorsed by: District 2780 through a district legislation meeting, Fujisawa, Kanagawa, Japan, 15 May 2017

1 WHEREAS, Rotary’s official magazines, such as *The Rotary-no-Tomo*, carry
2 special importance, and

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4 WHEREAS, Rotarians around the world should understand and be aware of the
5 importance of Rotary’s official magazines, and

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7 WHEREAS, such understanding and awareness can be ensured by RI designating
8 a Magazine Month

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10 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
11 International consider designating a Magazine Month as an official special month
12 of RI.

(End of Text)

PURPOSE AND EFFECT

13 In recent years, Rotary has emphasized service as one of its core values, as the
14 district leadership plan, club leadership plan, and RI’s Strategic Plan were
15 developed. This is naturally based on the essence of Rotary and the mission of
16 The Rotary Foundation. However, with the emergence of social media, there has
17 been a tendency to disfavor subscriptions to official magazines, such as *The*
18 *Rotary-no-Tomo*, as evidenced by the elimination of the traditional Magazine
19 Month. Subscribing to an official magazine is one of the most important and
20 common foundations of the Rotary world and is one of the three major
21 requirements in Rotary, and it has important implications for Rotarians. In
22 addition to RI’s policies and the RI president’s message, other useful Rotary
23 information is included in the official magazines. We believe, therefore, that it is
24 important for the RI Board to ensure that Rotarians around the world continue to
25 read the magazines, as well as emphasize and promote the magazines’
26 importance, by reestablishing a Magazine Month. This will result in Rotarians
27 becoming even more aware of the purposes of Rotary, which, in turn, increases
28 the quality of Rotarians as well as the value of Rotary.

FINANCIAL IMPACT

- 1 If implemented, this resolution could have a financial impact on RI which cannot
- 2 be determined at this time. Cost would be dependent on the scope and extent of
- 3 support provided by the RI Board to accomplish this goal.