

## CHAPTER VI – COMMUNICATIONS

### Articles

- Article 48. Official Language and Translation**  
**Article 49. Membership Communications**  
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### ARTICLE 48. OFFICIAL LANGUAGE AND TRANSLATION

- 48.010.** RI Official Language  
**48.020.** Translation of Rotary Literature

#### **48.010. RI Official Language**

English is the only official language of RI. (*June 2010 Mtg., Bd. Dec. 182*)

**Source:** May 1954 Mtg., Bd. Dec. 206; January 1973 Mtg., Bd. Dec. 109;

**Amended by** June 2010 Mtg., Bd. Dec. 182. **Affirmed by** June 1998 Mtg., Bd. Dec. 387; November 1999 Mtg., Bd. Dec. 224

#### **48.010.1. Standard Common Second Language**

The Board has elected not to adopt an advocacy position in the promotion of a standard common second language. (*June 1998 Mtg., Bd. Dec. 348*)

**Source:** January 1960 Mtg. Bd. Dec. E-16; November 1996 Mtg., Bd. Dec. 148

#### **48.020. Translation of Rotary Literature**

The policy of RI concerning publication of Rotary literature in languages other than English, the official language of RI, is:

1. RI will provide translated versions of essential club and district information in Japanese, Portuguese, Spanish, French, German, Korean, Italian, Swedish and Hindi.
2. RI will provide translated versions of essential club and district information in Mandarin Chinese with the understanding that the level of support will be determined by need and available Rotary resources, as determined by the general secretary.
3. All RI publications shall be revised in English and other languages on a staggered, triennial basis, with those publications affected most by the Council on Legislation to be revised after the Council. The general secretary will be authorized to make exceptions to

this policy, as necessary. Recent changes in Board policy will be shared with club and district leaders via the RI website and *Rotary Leader*.

4. A district or group of districts in which the Rotarians speak a language(s) other than those listed above may, on a voluntary basis, translate, print and distribute essential club information to the clubs in their district(s). Publications translated by volunteers shall not be considered official RI translations.

The Board has approved a plan for a project for translation of publications by volunteers and recommends that language groups other than those listed above participate in the ongoing Translation Project under which RI reimburses for the printing and distribution of publications translated by volunteers. (*October 2014 Mtg., Bd. Dec. 93*)

**Source:** November 1999 Mtg., Bd. Dec. 224; February 2000 Mtg., Bd. Dec. 346;

**Amended by** November 2007 Mtg., Bd. Dec. 117; June 2010 Mtg., Bd. Dec. 182; October 2014 Mtg., Bd. Dec. 93. See also April 2000 Trustees Mtg., Dec. 135

#### 48.020.1. Role of General Secretary in Translations of Rotary Literature

The translation and printing of Rotary literature shall be under the direct supervision of the general secretary, who is authorized to approve translations on behalf of the Board and, to modify the text of translations of Rotary literature, where it appears necessary or advisable to make publications generally more useful to clubs. The distribution of Rotary literature to clubs shall be made by the Secretariat. (*June 2002 Mtg., Bd. Dec. 245*)

**Source:** April 1930 Mtg., Bd. Dec. IV(p); January 1958 Mtg., Bd. Dec. 142; November 1997 Mtg., Bd. Dec. 108

#### 48.020.2. Use of Rotarian Volunteers in Translating

The general secretary shall develop a database of Rotarians who are able to interpret and translate into many languages. In selecting Rotarians to interpret/translate, the general secretary shall ensure that they first provide a sample of their work. (*June 1998 Mtg., Bd. Dec. 348*)

**Source:** November 1997 Mtg., Bd. Dec. 185

#### 48.020.3. Translation of Regional Magazines

Regional magazines shall take financial responsibility for translation of materials into their language from the English text provided by *Rotary* magazine at no cost to RI. (*June 1998 Mtg., Bd. Dec. 348*)

**Source:** October-November 1986 Mtg., Bd. Dec. 188

#### 48.020.4. Translation of Constitutional Documents of Rotary International

A note shall be included in all editions of the *Manual of Procedure* in languages other than English preceding the section that includes the constitutional documents, to indicate: a) that in the event of any question arising regarding the meaning or interpretation of any provision of the constitutional documents, the English-language text of these documents is the official text; b) that each governor has a copy of the English-language edition of the *Manual of*

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*Procedure*, including the constitutional documents; and c) that a copy of the constitutional documents in English may be obtained by ordering an English-language edition of the *Manual of Procedure* or downloading an electronic copy from the Rotary website. (September 2016 Mtg., Bd. Dec. 28)

**Source:** January 1976 Mtg., Bd. Dec. 80; **Amended by** September 2016 Mtg., Bd. Dec. 28

48.020.5. Translation of Name “Rotary Club of”

A club may use the language of the country in which it is located to designate the name of the club so long as the name in translation reflects accurately the designation as given in English. (June 1998 Mtg., Bd. Dec. 348)

**Source:** January 1955 Mtg., Bd. Dec. E-6

Cross-References

32.080.4.      *General Secretary Authority Regarding Translations of Rotary Literature*  
58.050.2.      *Simultaneous Interpretation/Language Support During Plenary Sessions*

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## ARTICLE 49. MEMBERSHIP COMMUNICATIONS

- 49.010. Official Notices
- 49.020. Board Minutes
- 49.030. Manual of Procedure
- 49.040. Constitutional Documents
- 49.050. Codification of Policies

### 49.010. Official Notices

Official notices shall be transmitted to clubs and districts via the RI website, whenever feasible. Such notification will satisfy the requirements of the RI Bylaws. (*October 2015 Mtg., Bd. Dec. 37*)

**Source:** November 1994 Mtg., Bd. Dec. 116;  
**Amended by** June 2010 Mtg., Bd. Dec. 182; October 2015 Mtg., Bd. Dec. 37

### 49.020. Board Minutes

The minutes of Board meetings shall be posted on the RI website. (*May 2011 Mtg., Bd. Dec. 252*)

**Source:** May 2011 Mtg., Bd. Dec. 252

#### 49.020.1. Confidentiality of Board Minutes and Reports

Any and all reports to a Board meeting or to a RI committee meeting, as well as discussions during those meetings and notes taken during those meetings, contain proprietary and confidential information. (*May 2011 Mtg., Bd. Dec. 252*)

**Source:** November 1997 Mtg., Bd. Dec. 104

#### Cross-References

- 11.010.1 *Approval for Clubs to Solicit Cooperation, Financial Aid, or Participation*
- 11.010.6 *Use of Member Data for Commercial Purposes or Circularization*

### 49.030. Manual of Procedure

The English edition of the *Manual of Procedure* shall be revised and published within six months of the adjournment of the Council on Legislation. The editions in other languages shall be revised and published as soon thereafter as possible. (*September 2016 Mtg., Bd. Dec. 28*)

**Source:** October-November 1977 Mtg., Bd. Dec. 177.

**Amended by** February 1999 Mtg., Bd. Dec. 208; November 1999 Mtg., Bd. Dec. 201; September 2016 Mtg., Bd. Dec. 28

**49.040. Constitutional Documents**

The revised English edition of the constitutional documents should be mailed to all districts within two months of adjournment of the Council. Adopted enactments should be reproduced exactly as adopted by the Council and only modified as necessary to give full effect to all adopted enactments. (*November 2007 Mtg., Bd. Dec. 32*)

**Source:** February 1999 Mtg., Bd. Dec. 208; June 2007 Mtg., Bd. Dec. 255

**49.050. Codification Policies**

The *Rotary Code of Policies* is a reference manual, in subject order, of all policy decisions still in force that were made by Conventions, Councils on Legislation, the Board, the Trustees and to a limited extent, the general secretary. All general and permanent policies of the Board shall be incorporated into the Code.

The Code will be maintained and kept up to date by the general secretary. The general secretary, at the conclusion of each Board meeting, shall review the decisions passed at that meeting and prepare a report listing those decisions taken by the Board that should be added to the Code. This report shall be submitted to the Executive Committee of the Board at its next meeting. The general secretary shall update the *Rotary Code of Policies* after each Board meeting for distribution in loose-leaf form to the Board and appropriate RI staff, and publication on the RI website. The general secretary shall produce and make available a separate document showing amendments made to the revised version of the Rotary Code.

Any section or subsection of the Code that is based on a Board decision that is 30 years old, and that has not been subsequently amended, shall be reviewed by the Board at its last meeting of each year to see whether it should be retained in the Code.

The general secretary shall have the authority to revise the numbering, arrangement, headings, and cross-references contained in the *Rotary Code of Policies* as may be required from time to time.

The *Rotary Code of Policies* shall be issued only in English at this time.

The general and permanent policies of The Rotary Foundation shall be placed in a separate volume of the *Rotary Code of Policies* known as "The Rotary Foundation Code of Policies." (*April 2018 Mtg., Bd. Dec. 135*)

**Source:** March 1993 Mtg., Bd. Dec. 150; June 1998 Mtg., Bd. Dec. 348; October 1998 Mtg., Bd. Dec. 83; February 1999 Mtg., Bd. Dec. 196; February 1999 Mtg., Bd. Dec. 197; June 1999 Mtg., Bd. Dec. 297; February 2000 Mtg., Bd. Dec. 299; May 2003 Mtg., Bd. Dec. 325;

**Amended by** May 2011 Mtg., Bd. Dec. 252; January 2012 Mtg., Bd. Dec. 158; May 2012 Mtg., Bd. Dec. 245; January 2017 Mtg., Bd. Dec. 86; January 2018 Mtg., Bd. Dec. 97; April 2018 Mtg., Bd. Dec. 135

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## ARTICLE 50. PUBLIC RELATIONS AND INFORMATION

**50.010.** Purpose of RI Public Relations

**50.020.** Public Relations Guidelines for Pro Bono Relationships with Corporate Entities

### **50.010. Purpose of RI Public Relations**

The purpose of Rotary’s public relations program is to foster understanding, appreciation, and support for the programs and Object of Rotary. The program should promote awareness among all Rotarians that good publicity, favorable public relations and a positive image are desirable and essential goals for Rotary if it is to achieve that purpose and broaden Rotary’s service to humanity. (*June 1998 Mtg., Bd. Dec. 348*)

*Source:* May-June 1958 Mtg., Bd. Dec. 202; October-November 1983 Mtg., Bd. Dec. 124

### **50.020. Public Relations Guidelines for Pro Bono Relationships with Corporate Entities**

The Board has set forth the following public relations guidelines to effectively manage a pro bono relationship with a corporate entity to safeguard the integrity and reputation of RI/TRF, while allowing public relations opportunities for all parties to the agreement.

#### Definition of Pro Bono Public Relations Relationship

Pro bono relationships do not involve compensation. Predetermined “out-of-pocket” costs are agreed to in advance of securing pro bono assistance. A pro bono public relations relationship involves a private communications agency supplying promotional work without compensation. In turn, RI/TRF agrees to publicize the pro bono relationship as appropriate in RI/TRF’s sole discretion.

#### Establishment of Relationship

When an appropriate corporate entity that may provide pro bono public relations services to RI has been identified, such entity shall be referred to the general secretary for immediate review to ensure that RI/TRF’s credibility remain intact, and that current Rotary publicity initiatives will be enhanced. The review will include, but not be limited to, the following elements:

1. Shared mission/interest: A review of the corporation’s policies and positions on issues relevant to RI/TRF will be assessed to ensure that no conflict of interest exists with the Object of Rotary.
2. Background search: An extensive news search of the corporation and back review of annual reports will be researched to study current and past media placements.

Upon completion of the satisfactory review, the general secretary will negotiate a pro bono agreement with the corporate entity. Terms of the agreement will include, but not be limited to, the following:

1. Message development: Standing key messages exist within RI/TRF. Altering or adapting these messages must gain approval by the general secretary to deter the release of misinformation to the general public and RI membership.
2. RI Spokespeople: The general secretary in consultation with the RI president and/or Trustee chair, will designate appropriate RI/TRF spokespeople for all events and interviews, a RI/TRF spokesperson must be incorporated into all media interviews, either live or by telephone. RI will approve all media interviews related to the pro bono relationship.
3. Editorial Review: RI/TRF staff retains full editorial review of all material released by the corporate entity. This activity will ensure the release of factual information to the media, general public and membership audiences of the corporate entity and RI/TRF. These Guidelines do not authorize corporate entity to reproduce any of the ROTARY Marks for any purpose without the prior written, express consent of RI/TRF except as expressly set forth herein.
4. Media placement: All press releases, media advisories and media placements must be reviewed by RI to ensure accuracy and proper RI/TRF mention and copies of the media placements provided to RI.
5. Placement in RI/TRF publications: Efforts will be made to ensure proper recognition of the pro bono services donated by the corporate entity in Rotary publications including but not limited to: *Rotary*, *Rotary Leader*, and the RI website.
6. Photo credit/video credit: All material provided by RI/TRF must be credited to Rotary International and include appropriate copyright information, if owned by RI. Appropriate copyright notice would be: "© 2000 Rotary International."
7. RI/TRF name and logo requirements: "ROTARY," "ROTARY INTERNATIONAL," "ROTARY INTERNATIONAL and Design" (the Rotary Emblem), "THE ROTARY FOUNDATION," "THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL and Design" (the Rotary Foundation Logo), "TRF," among numerous other marks (collectively referred to as the "ROTARY Marks"), are the intellectual property of RI and/or TRF. Usage of the RI/TRF name and logos will adhere to guidelines concerning reproduction of the ROTARY Marks or guidelines concerning use of the ROTARY Marks by other organizations as amended from time to time and/or any other relevant policies, guidelines, and/or decisions governing use of the ROTARY Marks, circularization, solicitation, and/or sponsorship, as promulgated by the RI Board of Directors.

Once final, the agreement will be submitted for appropriate review consistent with the RI contract review policy.

#### Maintenance

The general secretary, through Public Relations and Marketing, will provide continued monitoring of the pro bono public relations services to ensure that all elements of the approved contract are maintained to RI's satisfaction. Adjustments to or additions to key messages and media placement activities will need prior approval from the general secretary. The general secretary will update the Board of Directors on a quarterly basis on the results

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of the agreement. RI/TRF retains the right to terminate the agreement at any time. (*October 2013 Mtg., Bd. Dec. 30*)

**Source:** May 2000 Mtg., Bd. Dec. 441;

**Amended by** November 2000 Mtg., Bd. Dec. 108; May 2003 Mtg., Bd. Dec. 325; June 2010 Mtg., Bd. Dec. 182;  
May 2011 Mtg., Bd. Dec. 252; January 2012 Mtg., Bd. Dec. 158; October 2013 Mtg., Bd. Dec. 30

Cross-References

*57.090. RI Convention Public Relations*

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## ARTICLE 51. PUBLICATIONS

- 51.010. Official Magazine
- 51.020. Rotary Regional Magazines
- 51.030. Guidelines for New Publications
- 51.040. *Rotary Leader*

### 51.010. Official Magazine

#### 51.010.1. Board Authority to Publish a Magazine

The Board has authorized a publication containing articles and news matters of general interest to clubs and individual Rotarians. (*June 1998 Mtg., Bd. Dec. 348*)

Source: Ballot By Mail No. 6, 1910-1911

#### 51.010.2. Official Magazine to be Named “*Rotary*”

The official magazine of RI shall be named *Rotary*. (*September 2020 Mtg., Bd. Dec. 23*)

Source: August 1912 Mtg.;

Amended by June 2020 Mtg., Bd. Dec. 192

#### 51.010.3. Goals of the Official Magazine

*Rotary* utilizes its broad policy directive to delineate and work to achieve the following goals:

1. To provide a channel of communication to disseminate and support the presidential initiatives and special programs approved by the Board.
2. To promote and report on the major meetings of RI and the various official Rotary weeks and months.
3. To serve as an educational and program resource tool for clubs and district leaders.
4. To help build service by motivating and inspiring Rotarians through reportage of outstanding examples of activity in the five Avenues of Service by clubs and Rotarians around the world.
5. To help build international fellowship by providing Rotarians with regular and effective contact with the wide world of Rotary which lies beyond their individual clubs and by informing Rotarians of the accomplishments of their fellow Rotarians.
6. To provide a forum in which the views and concerns of Rotarians--both on Rotary and non-Rotary topics of significance--can serve to challenge, develop, and strengthen their beliefs in Rotary. In addition, to broaden the horizons of Rotarians and other readers by focusing attention upon the problems of the cultural, ethical, and moral framework within which Rotary works and serves, with the understanding that there will be no comments published, no matter by whom submitted, which might reasonably be expected by the

editors to be offensive to the citizens of any nationality or be adverse to the best interests of any country.

7. To help strengthen the fabric of society by treating family-life topics, including helpful art-of-living resources, which are of interest to the official magazine's prime audience, Rotarians and their families.
8. To provide comprehensive and effective leadership in maintaining a network of Rotary communication around the world through cooperation with Rotary regional magazines, district publications, and club bulletins.
9. To illuminate and enhance the image of RI by publishing a high-quality magazine which informs and educates non-Rotarians about Rotary ideals and activities.
10. To generate reader interest by producing a magazine which is attractive, lively, topical, and relevant to Rotarians and their lives--and, therefore, in a position to compete successfully with the many demands upon readers' time.

*(May 2024 Mtg., Bd. Dec. 171)*

**Source:** February 1977 Mtg., Bd. Dec. 272; May 1986 Mtg., Bd. Dec. 288;  
**Amended by** June 2010 Mtg., Bd. Dec. 223; May 2024 Mtg., Bd. Dec. 171

51.010.4. Content of *Rotary Magazine* devoted to The Rotary Foundation

The general secretary shall ensure that in each edition of the magazine, a minimum of four pages shall be devoted to The Rotary Foundation, exclusive of the November (Foundation Month) issue. *(November 2002 Mtg., Bd. Dec. 55)*

**Source:** July 2002 Mtg., Bd. Dec. 12

51.010.5. Official Magazine Advertising Policy

The Board has adopted the following:

ADVERTISING POLICY OF THE OFFICIAL MAGAZINE

**I.** *General Policy*

1. The magazine shall actively solicit high-grade advertising from reputable advertisers of worthy goods and services.
2. Cautious judgment be exercised in the acceptance of advertising, to the end that there will be in the magazine no advertising which is offensive to good morals or decency, or that promises something different from what the advertiser will deliver.
3. The Board, the general secretary acting on its behalf, is responsible for administering this policy and making the final decision on questions of advertising acceptance.
4. It is recognized that Rotarians are of necessity in competition with each other in their business and professional interests and that such competition should not be the basis for rejection of legitimate advertising.

5. RI does not endorse any advertiser and does not assume financial responsibility or obligation in connection with advertised goods and services.

**II.**     *Standard for Acceptance*

1. The value of goods or services offered must be reasonably stated and product, service, copy, and illustration must be acceptable by the standards of aesthetics and good taste one would expect in a prestige magazine.
2. The decision on the acceptability of advertising for any commodity or service can be influenced by the opinions of recognized trade or professional groups and credit agencies.

**III.**    *Free Advertising*

Free advertising space shall be available only to RI.

**IV.**     *Use of Rotary Emblem, Personal Rotary Affiliation, Rotary Club Supplies*

1. The general regulations of RI concerning use of the Rotary emblem also apply to advertising.
2. Mention of an advertiser's personal Rotary affiliation shall not be permitted in such advertising.
3. When the advertisement of a dealer in club supplies is received, it must be determined that the products being distributed are made by franchised manufacturers. In the case of a manufacturer's advertisement, it must be determined that such person is manufacturing under a license granted by RI.
4. The Board shall develop and periodically review categories of acceptable and unacceptable advertising to guide the general secretary in administering this policy.
5. Vendors who seek to customize merchandise that is in competition with merchandise provided by official licensees must apply for a license from RI when seeking to sell such merchandise through advertising in *Rotary* magazine and the licensed regional magazines. Alternatively, vendors seeking to advertise in *Rotary* magazine and the licensed regional magazines to sell goods which may be customized and which may compete with officially licensed products shall be required to use the following disclaimer in any of their advertising, "Not licensed to reproduce the Rotary Marks," or other such disclaimer as the general secretary finds appropriate. The general secretary reserves the right to determine which advertisements shall require a disclaimer.

Customized, competing goods are any goods that directly compete with goods offered by Rotary International's officially licensed vendors ("Licensed Products"). A complete list of Licensed Products is available on RI's website, [www.rotary.org](http://www.rotary.org).

The general secretary reserves the right to determine which goods compete with Licensed Products.

**V.**     *Unacceptable Advertising*

Each case is to be decided on its merits. The following types of advertising are not acceptable:

1. Fraudulent or misleading advertising; false, unwarranted or exaggerated claims; vulgar, suggestive or offensive copy; and "bait" advertising where the reader is denied a fair opportunity to purchase the products or services advertised on the terms indicated
2. Advertising which attacks competitors unfairly or disparages their products, services or methods
3. Supports the use of addictive or harmful products and activities including but not limited to tobacco, weapons or other armaments, or medical advertising of products containing habit forming or dangerous drugs; contraceptive devices; medical advertising which, in the opinion of the publisher, would be offensive to readers and adjacent advertisers
4. Advertising by clubs which solicits donations from other clubs or Rotarians, or is otherwise contrary to RI's solicitation and/or circularization policies
5. Advertising for raffles or lotteries that may be contrary to law
6. Advertising that targets Rotarians or Rotary Entities for donations, while not prohibiting open calls for donations
7. Conflicts with Rotary's ethical and humanitarian values or is otherwise not in accord with the Object of Rotary
8. Undermines internationally recognized standards for human rights
9. Unfairly discriminates based on race, ethnicity, gender, language, religion, political or other opinion, national or social origin, property, or birth or other status
10. Promotes a particular political or religious viewpoint
11. Advertising by clubs or Rotarians offering to act as intermediaries for other Rotarians in making business contacts
12. Advertising which too closely resembles the magazine's editorial content. (Any advertisement which, in the opinion of the publisher, may be mistaken for editorial content will be labeled "advertisement.")
13. Weaken the autonomy, independence, reputation, or financial integrity of Rotary International or The Rotary Foundation
14. Advertising from organizations that seek donations from Rotarians for their own humanitarian and educational programs.

*(January 2019 Mtg., Bd. Dec. 80)*

**Source:** October-November 1980 Mtg., Bd. Dec. 203; November 1994 Mtg., Bd. Dec. 65; October 2003 Mtg., Bd. Dec. 49; June 2004 Mtg., Bd. Dec. 236;

**Amended by** May 2003 Mtg., Bd. Dec. 325; January 2008 Mtg., Bd. Dec. 203; October 2018 Mtg., Bd. Dec. 68

51.010.6. Advertising Content of *Rotary* Magazine

The advertising content of *Rotary* should not exceed 35% of pages on an annual basis. (*June 1998 Mtg., Bd. Dec. 348*)

**Source:** November 1979 Mtg., Bd. Dec. 238

51.010.7. RI Cause-Related Marketing Policy for Advertising in the Official Magazine

The Board has approved the following cause-related marketing policy regarding advertising in the Official Magazine:

If an advertiser wishes to conduct a charitable sales promotion which states that proceeds from the purchase of any product, service, program or activity will be contributed to The Rotary Foundation (a “commercial co-venture”), the advertiser must adhere to the following:

1. Enter into a written contract with Rotary International or The Rotary Foundation itemizing the terms of the sales promotion, including the dates of the campaign, the amount to be donated per transaction, and any guaranteed minimum or maximum contribution amount.
2. Comply with all state requirements related to charity commercial co-venture regulations including, but not limited to, filing of a written contract, accounting or reporting, advertising disclosures, and bonding.
3. Comply with Standard 19 and all other related standards of the Better Business Bureau (BBB) Standards for Charity Accountability when creating advertising, packaging and promotional materials for the contracted charitable sales promotion.

Advertising that includes recognition of a charitable sales promotion benefiting Rotary clubs, districts or other Rotary-affiliated entities must be able to show proof of compliance with all state requirements and comply with Standard 19 and all other related standards of the Better Business Bureau (BBB) standards for Charity Accountability.

Advertisers that want to fundraise for TRF in other manners must comply with the policies and procedures outlined in the Gift Acceptance Policy of Rotary International. (*September 2017 Mtg., Bd. Dec. 34*)

**Source:** November 1996 Mtg., Bd. Dec. 73;

**Amended by** September 2017 Mtg., Bd. Dec. 34

51.010.8. Subscription Price for *Rotary*

The annual subscription price for *Rotary* shall be US\$18. The subscription fee for international subscribers shall be US\$36 annually for print and US\$18 for digital. The mandatory magazine subscription rate for Canadian Rotarians is US\$24 annually. (*May 2023 Mtg., Bd. Dec. 147*)

**Source:** February 2001 Mtg., Bd. Dec. 274;

**Amended by** January 2008 Mtg., Bd. Dec. 200; November 2008 Mtg., Bd. Dec. 109; January 2009 Mtg., Bd. Dec. 132; May 2023 Mtg., Bd. Dec. 147

51.010.9. Gratis Subscription to the Official Magazine for Surviving Partner of a Past RI General Officer

The general secretary shall ensure that the surviving partner of a past general officer shall continue to receive *Rotary* magazine for their lifetime, or until such time as he or she requests that the subscription be cancelled. (*November 2000 Mtg., Bd. Dec. 111*)

**Source:** August 2000 Mtg., Bd. Dec. 45

51.010.10. Gratis Subscription to the Official Magazine for Governors-elect

Each governor-elect in the districts outside North America shall receive a gratis subscription to the official magazine commencing six months prior to his or her assuming office as governor whether or not they are a current subscriber to the official magazine. (*May 2003 Mtg., Bd. Dec. 325*)

**Source:** January 1976 Mtg., Bd. Dec. E-14;  
**Amended by** May 2003 Mtg., Bd. Dec. 325

51.010.11. Canadian Supplement to *Rotary*

The general secretary shall manage, publish, and circulate an eight-page quarterly supplement for Canadian subscribers to *Rotary* called “Rotary Canada” to focus on activities of Canadian Rotarians.

The director from Canada or the most recent director from Canada in Zone 24 is requested to annually appoint a five person Canadian editorial advisory committee to represent Canadian Rotarians on the content of the supplement.

The general secretary is requested to invite the chair of the Canadian Supplement Editorial Advisory Committee to meetings of the regional magazine editors. (*January 2009 Mtg., Bd. Dec. 132*)

**Source:** November 2008 Mtg., Bd. Dec. 109;  
**Amended by** January 2009 Mtg., Bd. Dec. 132

Cross-References

- 32.030.9. *Magazine Subscription Requirements*
- 32.060.5. *Adjustment of Advertising Rates for Rotary*

**51.020. Rotary Regional Magazines**

Further to Article 21.010. of the RI bylaws, “official magazine” shall be defined as *Rotary* magazine, together with the licensed regional magazines group. RI Bylaws section 21.020. provides that each member of a club subscribe to a Rotary licensed publication. (*October 2018 Mtg., Bd. Dec. 68*)

**Source:** November 2002 Mtg., Bd. Dec. 145;

**Amended by** January 2009 Mtg., Bd. Dec. 132; June 2010 Mtg., Bd. Dec. 182; April 2018 Mtg., Bd. Dec. 164; October 2018 Mtg., Bd. Dec. 68

51.020.1. Rotary Regional Magazine Criteria

A Rotary regional magazine exists to advance the Object of Rotary in all its aspects. A Rotary publication that meets the following criteria may be recognized as a Rotary regional magazine (including both the print and any electronic versions):

1. The magazine serves an area of more than one district or country.
2. All aspects of the publication of the magazine are under the direct supervision of an advisory board (see section 51.020.4. Guidelines for Rotary Regional Magazine Licensing).
3. The editorial content of the magazine is in harmony with RI policy, and at least 50 percent of the editorial content covers Rotary or Rotary-related subjects.
4. 4. In addition to local or regional news, the magazine carries information about RI and publishes such topics and specific text as RI may request.
5. The magazine is published at least six times a year and shall be a minimum of twenty-four (24) pages per issue.
6. The overall appearance of the magazine is attractive and in keeping with the dignity and nature of Rotary, and adheres to the RI Board guidelines for reproduction of the Rotary Marks.
7. The magazine's circulation reaches a majority of the Rotarians in the area it serves, in order to maintain the magazine's purpose and economic viability.
8. The magazine is adequately financed without financial responsibility by RI.
9. The magazine adheres to RI's reporting requirements, as set forth in the license agreement with RI.
10. The magazine has entered into a license agreement with RI for the publication and distribution of a magazine using the Rotary Marks and circularizing the membership.
11. The magazine shall assume responsibility for serving as the basic means of communication between RI and club members/subscribers in the region in replacing *Rotary*.
12. The regional magazine editors are responsible for the conduct of their respective magazines within the context of these guidelines.
13. The monthly mandatory material supplied by RI, or regionally prepared material conveying the same general theme and information, must be used by the RI-licensed Rotary regional magazines.
14. Licensed regional magazines are required to publish mandatory material, as set forth in the license agreement with RI;

15. Before a new magazine may be considered for licensing, it must complete a two-year pilot program.

16. Only licensed Rotary regional magazines shall receive RI support and services;

17. *Rotary* and the regional magazines shall continue to exchange quality editorial material and photographs to effectively emphasize the internationality of the magazines

*(June 2017 Mtg., Bd. Dec. 189)*

**Source:** July 1977 Mtg., Bd. Dec. 60;

**Amended by** October 1988 Mtg., Bd. Dec. 127; February 2002 Mtg., Bd. Dec. 217; May 2003 Mtg., Bd. Dec. 325; November 2004 Mtg., Bd. Dec. 140; November 2005 Mtg., Bd. Dec. 109; January 2009 Mtg., Bd. Dec. 193; June 2010 Mtg., Bd. Dec. 182; November 2010 Mtg., Bd. Dec. 100; January 2011 Mtg., Bd. Dec. 117; September 2011 Mtg., Bd. Dec. 34; May 2015 Mtg., Bd. Dec. 195; June 2017 Mtg., Bd. Dec. 189

#### 51.020.2. Magazine Editors Seminar

RI will conduct the Magazine Editors Seminar every two years. While RI will pay hotel and meal costs, the participating editors and representation will be responsible for their own transportation costs.

Regional zone editors' meetings in the alternate year shall be encouraged, at no cost to RI.  
*(January 2019 Mtg., Bd. Dec. 80)*

**Source:** January-February 1986 Mtg., Bd. Dec. 209; November 2004 Mtg., Bd. Dec. 140;

**Amended by** November 2010 Mtg., Bd. Dec. 100; May 2012 Mtg., Bd. Dec. 291; October 2018 Mtg., Bd. Dec. 68

#### 51.020.3. Licensing of Rotary Regional Magazines

Each Rotary regional magazine must be licensed by RI to ensure that it meets RI specifications as outlined in Rotary Code section 51.020.4. Status will be evaluated by the Communications Committee and recommended to and granted by the Board. The general secretary shall review all licensed regional magazines to determine their adherence to editorial guidelines and compliance with the terms of their license agreement. Further to Article 21.020. of the RI bylaws, the general secretary shall monitor the subscription prices of the licensed regional magazines for fairness, for consistency, for comparison with other licensed magazines and with other magazines in that area of the world, and, where necessary, address any issues arising therefrom. Each regional magazine must enter into a license agreement with RI for publication of a magazine using the Rotary Marks and circularizing the membership. Operation of such a publication not under license by RI is not permitted.  
*(April 2018 Mtg., Bd. Dec. 164)*

**Source:** July 1998 Mtg., Bd. Dec. 43; June 2004 Mtg., Bd. Dec. 284; November 2004 Mtg., Bd. Dec. 58;

**Amended by** November 2004 Mtg., Bd. Dec. 140; November 2005 Mtg., Bd. Dec. 109; June 2010 Mtg., Bd. Dec. 182; November 2010 Mtg., Bd. Dec. 100; May 2014 Mtg., Bd. Dec. 163; January 2017 Mtg., Bd. Dec. 86; April 2018 Mtg., Bd. Dec. 164

51.020.4. Guidelines for Rotary Regional Magazine Licensing

The Board has approved the following guidelines for Rotary regional magazine licensing:

**I. Qualifications**

1. Only regional magazines that have been approved for their country(ies) by the RI Board are eligible to be licensed.
2. Regional magazines with circulation of 5,000 or more must be directly supervised by an advisory board consisting of at least six members, including a current governor or designate, a current incoming governor or designate, the magazine's editor in chief, and three past RI officers (preferably media professionals or members with communications experience). Regional magazines with circulation of less than 5,000 must be directly supervised by an advisory board consisting of a minimum of three members, including a current governor or designate, a current incoming governor or designate and the magazine's editor in chief. Members will serve for a period of at least two years, and the advisory board must meet at least twice a year. The advisory board shall fairly and equally represent the region it serves.
3. To become licensed and maintain their licensed status, regional magazines must consistently publish the mandatory Rotary content as supplied by RI. Editorial content must reflect that the regional magazine serves all Rotary countries or districts within its territory, and is published in the primary, officially recognized language.
  - a. The editors and advisory boards of regional magazines shall ensure adherence to RI policy on political and religious matters and strive to promote the Rotary principle of welcoming men and women of all races, nations, religious faiths, vocations, and political persuasions to membership.
  - b. Regional magazines shall not express an editorial opinion on any pending controversial public measure.
  - c. Regional magazines shall not endorse, recommend, or otherwise express an editorial opinion about any candidate for public office or Rotary office, or publish any letter, speech, or other content supporting or otherwise commenting on any such candidate.
  - d. Regional magazines shall not express an editorial opinion on international political affairs or publish any letter, speech, or other content on such affairs.
4. Licenses will be issued to only one regional magazine per country or geographic area, except in countries or geographic areas where the number of languages spoken warrants more than one regional magazine, as determined by the RI Board.
5. The Communications Committee will determine if magazines meet the requirements for licensing. Following RI Board approval, all regional magazines must enter into an agreement with RI delineating the nature of the relationship and setting forth the guidelines for publishing a licensed Rotary regional magazine. Once the agreement is signed, the regional magazines may announce or publish news of their licensed status.

6. RI shall review every regional magazine. Should any noncompliance with RI guidelines be discovered, the regional magazine may be placed on probation or terminated, as set forth in the license agreement with RI.

## II. Procedures

1. Regional magazines must comply with RI's report filing requirements, as set forth in the license agreement with RI.
2. Regional magazines must adhere to RI Board guidelines for reproduction and use of the Rotary Marks.
3. Regional magazines must comply with the payment obligations, as set forth in the license agreement with RI.
4. Recognizing that Rotarians must subscribe to either *Rotary* magazine or one of the regional magazines (RI Bylaws section 21.020.), licensed magazines are required to bill separately for the regional magazine subscription, making clear that any other services or products they offer are optional, and because these other services and/or products are not covered by the terms of the license agreement with RI.
5. Pursuant to Article 21.020.1. of the RI Bylaws, licensed regional magazines shall be responsible for establishing a mechanism for billing and collection of subscription fees. RI recognizes that this sometimes involves the cooperation of the local clubs and districts.
6. Further to Article 21.020.2. of the RI Bylaws, revenue received by the licensed magazines shall be applied to the publication and improvement of the magazines and any other licensed communications vehicles, wherever possible, and in accordance with the terms of the license agreement with RI.
7. Regional magazines must submit the following information to RI:
  - a. A detailed content summary and Table of Contents in English of each issue, plus at least three copies of each issue immediately upon publication;
  - b. a list of advisory board members, including each member's name, title (if any), and length of term, and an annual schedule of advisory board meetings;
  - c. basic circulation information, including the number of paid and complimentary subscriptions and the annual subscription cost;
  - d. verification that standard circulation requirements (two or more Rotary districts or at least two Rotary countries) are being met;
  - e. verification of publication frequency (at least six times per year);
  - f. a current magazine editorial calendar and a projection of any major changes or planned improvements for the licensed period;
  - g. a report of advertising policy and rates;

- h. a financial stability letter, signed by the chair of the regional magazine advisory board. The statement will verify that the regional magazine is financially viable and in a position to maintain publication.
  - i. Regional magazines shall also submit profit and loss statements and other financial documents that illustrate financial solvency and revenues and expenses, as set forth in the license agreement with RI. Regional World Magazine Publications shall provide audited financial statements to RI on an annual basis and publish same to their subscribers annually.
8. Failure to comply with the terms of the license agreement with RI will result in probation and/or termination, at RI's discretion, in accordance with the terms of the license agreement with RI.

*(January 2020 Mtg., Bd. Dec. 110)*

**Source:** February 1999 Mtg., Bd. Dec. 259;

**Amended by** February 2002 Mtg., Bd. Dec. 217; November 2004 Mtg., Bd. Dec. 140; November 2005 Mtg., Bd. Dec. 109; January 2009 Mtg., Bd. Dec. 193; June 2010 Mtg., Bd. Dec. 182; November 2010 Mtg., Bd. Dec. 100; January 2011 Mtg., Bd. Dec. 117; May 2011 Mtg., Bd. Dec. 247; September 2011 Mtg., Bd. Dec. 34; May 2014 Mtg., Bd. Dec. 163; May 2015 Mtg., Bd. Dec. 195; April 2018 Mtg., Bd. Dec. 164; October 2018 Mtg., Bd. Dec. 68; January 2020 Mtg., Bd. Dec. 110

#### 51.020.5. Required Subscription

RI Bylaws Article 21.020.1. require that each member of a club not located in the United States or Canada shall become a paid subscriber to the official magazine of RI or to a Rotary magazine *approved and prescribed* for that club by the board. A district that contends that the magazine that is approved and prescribed by the board for its country or geographic area does not meet its needs may appeal to the board to have its approved and prescribed magazine changed by submitting to the general secretary a written resolution that is approved by two-thirds of the district's member clubs and endorsed by at least three of the district's current governor, governor-elect, governor nominee and immediate past governor. Such resolution should:

1. State the reasons why the board's approved and prescribed magazine for that country/region does not meet the needs of that district.
2. State what steps have been taken by the district to resolve the issue directly with the prescribed regional magazine.
3. State the response and outcome of each step cited in point 2, above.
4. Indicate an alternate choice of licensed magazine.
5. State why the desired alternate choice of licensed magazine would better suit its needs.
6. State the circulation/number of subscribers that would be affected.

Upon receipt of such resolution, the general secretary will forward a copy to the potentially impacted magazine (to both the publisher and the advisory board chair) and solicit its response within sixty (60) days. Thereafter, the resolution will be researched and considered

by the general secretary. At the general secretary's discretion, once sufficient information has been gathered and if a meritorious case exists, the general secretary will bring the matter to the board for its consideration. The board, in deciding the issue, will consider the information included in the resolution and supporting materials, the response (if timely received) from the impacted magazine, the impact such a change would have on the existing approved and prescribed magazine, the ability and willingness of the proposed new licensed magazine to handle the increased subscription, the political climate in the region and any other facts or circumstances that may be relevant. *(September 2016 Mtg., Bd. Dec. 28)*

**Source:** May 2015 Mtg., Bd. Dec. 195;

**Amended by** September 2016 Mtg., Bd. Dec. 28

51.020.6. Provisional Status for Rotary Related Magazines

If a Rotary related magazine serves a specific language community located within only one district but shows potential for growth to additional districts, it may apply for a two-year provisional status upon entering into an agreement with RI. *(May 2015 Mtg., Bd. Dec. 195)*

**Source:** November 2002 Mtg., Bd. Dec. 145; ‘

**Amended by** November 2004 Mtg., Bd. Dec. 140; June 2010 Mtg., Bd. Dec. 182; November 2010 Mtg., Bd. Dec. 100; May 2015 Mtg., Bd. Dec. 195

51.020.7. Report of Exceptions to Subscription Requirement

The general secretary shall provide the RI Board with a status report on countries exempted from magazine subscriptions every three years. *(June 2007 Mtg., Bd. Dec. 226)*

**Source:** February 2007 Mtg., Bd. Dec. 205

51.020.8. Noncompliant Clubs

A club is classified as “noncompliant” when 30 percent or more of its members are not paid subscribers to a Rotary magazine, in accordance with RI Bylaws section 21.020.1.

The magazines shall report all noncompliant clubs in their licensed area to RI twice a year at a time determined by the general secretary. The magazines will simultaneously notify noncompliant clubs using a message provided by the general secretary, which explains the importance of subscribing to a Rotary magazine, describes the consequences of noncompliance, and sets a deadline for compliance of three months (90 days) from the date of the notification.

Clubs not complying within this period will be subject to the following, until such time as the club is brought into full compliance:

1. Individual club members shall not be eligible to serve in any district, zone and/or RI roles, whether elected or appointed
2. Club is not authorized to submit suggestions to the nominating committee for governor
3. Club is not authorized to vote at the district conference, district assembly and in any authorized club ballot

4. Club is not authorized to concur with any proposed legislation submitted to the Council on Legislation or resolutions to the Council on Resolutions
5. Club is not authorized to concur with a challenge to the nomination of a candidate for district governor
6. Secretariat services cease immediately, including services of The Rotary Foundation, such as the acceptance of new, or the processing of current program applications; and the recognition of clubs as sponsors or hosts of active Rotary Foundation program awards
7. Club will not receive the following services from the governor: a monthly letter, inclusion on district mailing lists, and an official visit.

The magazines will notify noncompliant clubs using a message provided by the general secretary which describes the consequences listed above and copy the clubs' respective district governors, and RI directors. District Governors shall be responsible for monitoring which of their clubs are noncompliant and for ensuring no members from noncompliant clubs in their districts are allowed to assume any district, zone and/or RI roles, whether elected or appointed and shall inform the noncompliant club president and/or secretary without delay, as soon as the information becomes known to them.

Clubs not complying within 6 months (180 days) of being notified may be terminated at the Board's discretion, in accordance with Article 3.020.1 of the *RI Bylaws*. (*May 2023 Mtg., Bd. Dec. 146*)

**Source:** November 2021 Mtg., Bd. Dec. 62;  
**Amended by** May 2023 Mtg., Bd. Dec. 146

#### 51.020.9. Communication

RI shall communicate the importance of subscribing to a magazine and the consequences of noncompliance, as well as require each of the licensed magazines and the *Rotary* magazine to inform clubs and districts about this policy, either on their website or in an issue of the magazine. (*April 2024 Mtg., Bd. Dec. 119*)

**Source:** November 2021 Mtg., Bd. Dec. 62; April 2024 Mtg., Bd. Dec. 119

#### Cross-References

- |           |  |
|-----------|--|
| 2.010.1.  | <i>Rotary Clubs Failure to Function</i>                                      |
| 19.010.4. | <i>Governors' Responsibilities to Rotary Magazine and Regional Magazines</i> |
| 32.030.9. | <i>Magazine Subscription Requirements</i>                                    |
| 48.020.3. | <i>Translation of Regional Magazines</i>                                     |
| 57.050.6. | <i>Registration Fee Waiver for Regional Editors</i>                          |
| 60.020.2. | <i>Regional Magazine Editors</i>   |

#### 51.030. Guidelines for New Publications

Any proposal for a new RI publication must be submitted to the Board through the general secretary. The general secretary shall be charged with the responsibility of developing

publications that will meet a real need and be cost effective. The following information should be available for a new publication:

1. Purpose of publications (including the origin, such as Board decisions);
2. The audience to be reached;
3. The intended life-span of the publication;
4. Anticipated demand;
5. Consequences of not producing the publication;
6. Practicality and appropriateness of format/medium as it relates to ease the production, revision, etc.;
7. Coverage of other publications (redundancy);
8. Impact on inventories at the international offices;
9. Cost of the publication;
10. Comprehensive budget to carry the cost of the publication, if approved;
11. Feasibility of offering new publication by electronic methods.

*(February 2002 Mtg., Bd. Dec. 216)*

**Source:** March 1994 Mtg., Bd. Dec. 198;

**Amended by** February 2002 Mtg., Bd. Dec. 216

#### **51.040. *Rotary Leader***

*Rotary Leader* shall be a bimonthly electronic publication with information and guidance to help club and district officers.

Focus will be given to the areas emphasized in the RI Strategic Plan. Editorial content will support the goals of supporting and strengthening clubs, focusing and increasing humanitarian service, and enhancing public image and awareness.

RI Directors, Foundation Trustees, Rotary coordinators, regional Rotary Foundation coordinators, district governors, and club presidents will receive *Rotary Leader* automatically. Other Rotarians may subscribe to this free publication at any time. Incoming and past club and district officers, assistant governors, committee chairs, and those considering taking on a leadership role will be particularly encouraged to subscribe.

*Rotary Leader* will be published in eight languages – English, French, German, Italian, Japanese, Korean, Portuguese and Spanish. *(June 2010 Mtg., Bd. Dec. 182)*

**Source:** June 2010 Mtg., Bd. Dec. 182

#### Cross-References

49.010. *Official Notices on RI Website*

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## ARTICLE 52. AUDIO/VISUAL/ELECTRONIC COMMUNICATIONS

- 52.010. Audiovisuals
- 52.020. Internet and Electronic Communications

### 52.010. Audiovisuals

#### 52.010.1. Rotary Information on Video

The general secretary shall produce videos on the programs and activities of RI and its Foundation, as appropriate, such videos to be as international in content as possible. (*May 2003 Mtg., Bd. Dec. 325*)

**Source:** March 1993 Mtg., Bd. Dec. 194;

**Amended by** May 2003 Mtg., Bd. Dec. 325

### 52.020. Internet and Electronic Communications

#### 52.020.1. Guidelines for Rotary Club, District, and Other Rotary Entity Electronic Publications

A Rotary Entity's website is a "publication," just as a Rotary Entity's newsletter is a "publication." The primary purpose of any Rotary publication, printed or electronic, is to advance the Object of Rotary.

Content and design of such publications should be under the direct supervision of the publishing entity's highest officer, whether it be the Rotary club president, governor, or Fellowship chair, and must conform to current RI policies. (Of particular note are those policies pertaining to Rotary Mark and Emblem usage and those prohibiting circularization.) (See Article 34, Rotary Marks, generally, and section 11.010. Circularization.) In particular, whenever the name "Rotary," the Rotary Emblem or other of the Rotary Marks are used, Rotary Entities should use the further identifier of the name of the Rotary Entity involved. When selecting a domain name that includes the word "Rotary," Rotary Entities should also include further identifying language of the name of the Rotary Entity and not solely the word "Rotary." Members are reminded that no abbreviations of the Rotary Marks, such as "Rota," are permitted. (See section 34.040.6.) (Proper naming examples are: "www.AnytownRotaryClub.org," "www.rotarydistrict0000.org," "www.AnytownRotaryVillage.org," and "www.Rotary [Insert Name of Rotary Entity Here].org." Examples of generic, improper naming examples that only use "Rotary" by itself or refer to RI and not a specific Rotary Entity would be "www.rotaryvillage.org," "www.rotarian.org," "www.RIactivity.org" and "www.rotarywomen.org.") Rotary International accepts no responsibility for the content of any non-RI publication.

Rotary International maintains a site on the World Wide Web ([www.rotary.org](http://www.rotary.org)) to provide Rotarians with timely and accurate information about the programs of Rotary International and The Rotary Foundation. Editors of Rotary publications in all media are encouraged to

use this information in their respective Rotary organs, provided they adhere to the copyright policies posted on the RI site. Furthermore Rotarians in charge of club, district, and other Rotary Entity websites shall, when feasible, include a link to the RI website for the benefit of those wishing to learn more about Rotary.

52.020.1.1. Top Level Domain (“TLD”) and Domain Name Registration and Maintenance Policy

**I. Purpose of Policy**

The purpose of this policy is to define the TLD and domain name registration policy for Rotary International. It should also serve as a guide to Secretariat Staff as various departments take advantage of the Internet to promote Rotary International and its programs and to Rotary Entities seeking to purchase domain names as they establish websites to advance the Object of Rotary.

**II. TLDs and Domain Names Reserved for the Exclusive Use of Rotary International and The Rotary Foundation**

**1. TLDs and Domain Names**

Rotary International reserves the following of the Rotary Marks for the exclusive use of Rotary International and The Rotary Foundation as TLDs or domain names (the below to include the plural, as well as the singular uses thereof):

- interact
- interactclub
- interactive
- paulharris
- paulharrisfellow
- polioplus
- RI
- rotaract
- rotaractclub
- rotarian
- rotary
- rotaryclub
- rotaryfoundation
- rotaryinternational
- rotaryintl
- therotarian
- therotaryfoundation
- TRF
- serviceaboveself

To the extent possible, each Rotary Mark should be maintained as a domain name (in conjunction with each major TLD such as .com, .org, .net, .info, .biz and others, as they become available), a TLD or other major identifier of Rotary on the Internet.

## 2. Country Code Domains

“ROTARY” should also be protected in conjunction with country code (“cc”) domains as much as possible based on the following order of priority:

- a. Any domain name and/or country mandated by the RI Board or TRF Trustees.
- b. Countries in which RI has an international office.
- c. Countries in which RI is scheduled to hold an upcoming Convention and/or the home countries of elected and/or nominated RI presidents.
- d. Countries in which there have historically been or in which RI is currently having problems, either because of those who infringe RI’s marks or because other individuals, companies or organizations have filed numerous applications for same or similar marks requiring RI to file oppositions against these applications.
- e. Countries in which RI has either a significant number of licensees or major licensees.
- f. Countries in which RI has established a prominent presence, either because of large numbers of Rotarians or countries in which RI and/or the programs of RI are very active.

Rotarians, Rotary clubs, Rotary districts and other Rotary Entities are asked to support this Policy and transfer ownership rights in any of the above designated TLDs and/or domain names they may currently own to RI, at RI's request. Due to budget limitations, cc level domain names featuring any of the Rotary Marks other than ROTARY are not in line for purchase at this time, but this is subject to change at any time at the discretion of the general secretary.

## 3. Other TLDs and Domains

The general secretary shall determine whether there are any TLDs or domain names, other than those set forth above, which it would be in RI's best interest to protect and maintain for its exclusive use and/or benefit.

The general secretary shall determine whether and when the use of any of the Rotary Marks in a TLD or domain name by a Rotary Entity does not comply with Board policy or for an individual, company or organization not affiliated with RI constitutes infringement and shall pursue the matter accordingly.

## III. Registration and Maintenance of TLDs and Domain Names

The general secretary shall purchase TLDs and domain names meeting the current goals of TLD and domain name protection, listing Rotary International as the owner. The Intellectual Property area of the Office of the General Counsel shall handle the registration, renewal and maintenance of TLDs and domain names for Rotary International and The Rotary

Foundation, with technical and substantive support from IT, Communications and CDS, as necessary.

#### IV. Rotary Clubs, Rotary Districts and Other Rotary Entities

1. Rotary clubs, Rotary districts, other Rotary Entities and individual Rotarians should be advised that RI reserves the right to request that TLDs and domain names featuring any of the Rotary Marks be assigned to RI now and in the future, pursuant to this policy.
2. Rotary clubs, districts, other Rotary Entities and individual Rotarians are encouraged to purchase domain names that comply with the RI Board policy concerning the use of the Rotary Marks as outlined in the *Rotary Code of Policies*. (See sections 34.040.6. Use of Name “Rotary,” or other Rotary Marks by Rotary Entities; 34.040.12. Use of the Name “Rotary,” the Rotary Emblem or other Rotary Marks in Multidistrict Activities). Rotary Entities are encouraged, before registering domain names, to check with their CDS representative to ensure their proposed domain name complies with Board policy for use of the Rotary Marks.
3. The purchase and/or administration of any TLDs which may become available using any of the Rotary Marks is reserved exclusively for RI.
4. The general secretary may require a disclaimer that limits RI’s liability to be placed on websites of Rotary Entities.
5. The general secretary reserves the right to take any necessary action against any Rotary club, district or other Rotary Entity or individual Rotarian or group of Rotarians whose actions are not consistent with RI Board policy concerning the use of the Rotary Marks.

*(September 2017 Mtg., Bd. Dec. 24)*

**Source:** November 1999 Mtg., Bd. Dec. 230;

**Amended by** February 2003 Mtg., Bd. Dec. 225; October 2003 Mtg., Bd. Dec. 78; November 2006 Mtg., Bd. Dec. 35; June 2007 Mtg., Bd. Dec. 226; January 2017 Mtg., Bd. Dec. 86; September 2017 Mtg., Bd. Dec. 24

#### 52.020.2. RI’s Website

The general secretary shall maintain the RI website at the [www.rotary.org](http://www.rotary.org) address on behalf of the Board. The website shall include information pertinent to the programs and activities of Rotary International and The Rotary Foundation as well as applications to assist Rotary clubs and districts in doing their Rotary business online including such things as membership updates, Foundation donations, purchasing of Rotary products, etc. The general secretary shall provide or make accommodation for reasonable space (up to 10 pages each) for the president and the president-elect to communicate with the Rotary world as an integrated part of RI’s website. *(May 2011 Mtg., Bd. Dec. 252)*

**Source:** February 2002 Mtg., Bd. Dec. 216

#### 52.020.3. RI Web Language-Based Communities

RI Web language communities will be developed and maintained in Japanese, Portuguese, Spanish, French, German, Korean, Italian and Swedish.

RI Web language communities are the only official language websites of Rotary International. (*February 2006 Mtg., Bd. Dec. 137*)

**Source:** November 1999 Mtg., Bd. Dec. 226; May 2000 Mtg., Bd. Dec. 436.

**Affirmed by** August 2000 Mtg., Bd. Dec. 85.

**Amended by** February 2001 Mtg., Bd. Dec. 275; November 2005 Mtg., Bd. Dec. 107; February 2006 Mtg., Bd. Dec. 137

52.020.4. Social Business Strategy

Rotary will increasingly use digital social strategies to engage Rotarians, the “family of Rotary,” and the general public. The tools we choose to implement will be worthy of Rotarians’ trust. These tools will make it easier for Rotarians to build and deepen relationships with one another and to discuss and collaborate on Rotary-related business. We will encourage the use of social technologies consistent with these goals and development of new technologies where gaps exist. (*May 2012 Mtg., Bd. Dec. 244*)

**Source:** January 2012 Mtg., Bd. Dec. 223

Cross-References

34.040.3. *Use of Rotary Marks by RI Officers in Publications*

34.040.4. *Use of Rotary Marks on Websites of RI Officers*

34.040.5. *Use of Name “Rotary,” by Clubs and District Foundations*

34.040.15. *Use of the Word “Rotarian” in Club Publications*

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## ARTICLE 53. OTHER COMMUNICATIONS

- 53.010.** Rotary International Archives  
**53.020.** Rose Parade Float

### **53.010. Rotary International Archives**

An archive will be maintained containing materials in any format that have long- term historical value documenting the work of Rotary. All materials and objects shall be accepted and processed under procedures and policies adopted by Rotary International. (*May 2011 Mtg., Bd. Dec. 252*)

Source: May 2011 Mtg., Bd. Dec. 252

### **53.020. Rose Parade Float**

The Board looks with favor on continually having a float in the Tournament of Roses parade, and has authorized the solicitation of clubs within Canada and the United States of America for voluntary contributions to fund the construction and promotion (fund-raising and publicity) of the float on the condition that the project shall be self-supporting, and all accounting and records of contributions shall be handled by the Rotary Rose Parade Float Committee, Inc.

As an exception to its policy regarding the circularization of Rotary clubs, the general secretary shall annually provide to the Rotary Rose Parade Float Committee, Inc. an electronic mailing list of Rotary club presidents and presidents-elect and RI district governors in the United States and Canada to be used by that committee only for Rose Parade float fundraising purposes, provided that the committee enters into an agreement with RI that includes:

1. a provision allowing the committee to circularize Rotary clubs and districts up to three times annually in connection with its Rose Parade float fundraising efforts;
2. a provision that the committee's Rose Parade float and all of its promotional materials, printed and electronic, must comply with Board policies regarding the use of the Rotary Marks, including the provisions of RI's licensing system;
3. a provision that all communications with RI about this matter should be directed to the general secretary;
4. a provision that all of the committee's promotional materials, printed and electronic, must contain the disclaimer, "This is not a project of Rotary International;"
5. provisions addressing nondisclosure, confidentiality, appropriate insurance and indemnity as deemed necessary by the general secretary;
6. acknowledgment that the RI Board may cancel the agreement without cause provided it gives notice on or before 31 January of any given year.

Rotary International Code of Policies  
June 2025

*(January 2011 Mtg., Bd. Dec. 164)*

**Source:** January-February 1989 Mtg., Bd. Dec. 235; January 2008 Mtg., Bd. Dec. 157;

**Amended by** June 2009 Mtg., Bd. Dec. 217; January 2011 Mtg., Bd. Dec. 164.

See also November 1997 Mtg., Bd. Dec. 150

53.020.1. Solicitation for the Rotary Float in the Tournament of Roses Parade

The Rotary Float committee in California, USA shall ensure that any communication it sends to Rotarians or clubs in the United States and Canada soliciting contributions to help defray the costs of a float in the annual Tournament of Roses Parade shall prominently include this statement: “This is not a project of Rotary International” and shall not contain a picture or message from the president without his or her prior approval. *(June 1998 Mtg., Bd. Dec. 348)*

**Source:** April 1991 Mtg., Bd. Dec. 304

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