



## DISTRICT GOVERNOR NEWSLETTER APRIL 2009



**Rotary International District 3310: Malaysia-Singapore-Brunei**

### Dear Fellow Rotarians,

April is Magazine Month. So much can come out of a magazine. Yet, we sometimes squander the opportunity to make good of this important facility.

We are fortunate that we do not have to 'compete' with other magazines out there in terms of sales or 'sensationalized news'. Our Rotary magazine has a captive audience. But it still requires interesting articles and attractive designs to attract attention. Professional designs & layout cost and sometimes we wonder whether they are really worth it. On many occasions, we find our Rotary magazines being 'dumped' at the meeting table, sometimes untouched and definitely unread.

We are in the modern age where computers have become a part of our life. It would save the environment, 'keep it green' and 'preserve planet earth' if only we accept that the best way to produce a magazine is via the internet, or an 'e-magazine'.

An e-magazine can be produced in a fraction of the time to produce a normal printed magazine. It saves on paper, ink and postage. For those who really want a printed copy, they can print one for themselves at minimal cost. An e-magazine also is not bound by the number of pages. It can go to any number of pages at no extra cost, unlike printed ones with costs added to every page printed.

Magazines, unlike newspapers/newsletters, do not adhere too much to deadlines. It carries stories of events which are useful and informative for others to know. It informs and carries articles of the activities of clubs, so we can learn to appreciate the vibrancy and all-encompassing role of Rotary in other parts of our district. (The 'survival' of the magazine depends on the readers who contribute articles). It is read at our own leisure and convenience. Unfortunately, it can

be thrown away and wasted (so can an e-magazine be deleted, BUT at no cost).

We consider magazines as a public relations tool. But as technology progresses, the magazine, as it is printed now, will slowly diminish in importance. Blogs and e-news will gradually be taking over this role. Magazines now are more targeted towards 'sensation'. It now must 'appeal' to our senses. Too 'wordy', it becomes 'boring'; and 'boring' means 'death' to a magazine.

Every month, the Governor is tasked with producing a 'newsletter' for the district. This is a daunting task, especially when articles from clubs are not forthcoming. To 'overcome' this, I have decided to produce two separate publications, the monthly DG Newsletter and the bi-monthly DG Bulletin.

The DG Newsletter carries 'news of the day', while the DG Bulletin carries articles of activities and programs of clubs and other 'mandatory' district notices.

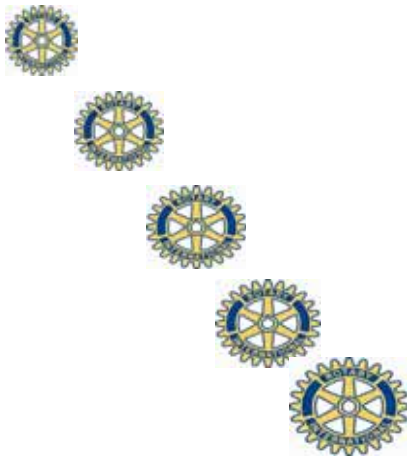
In my visits to clubs, I have asked clubs whether they print any club magazine/bulletin. Some do, while quite many don't. However, it is heartening to note that a few clubs do have e-bulletins/newsletters. Except for the E-Club and one or two others, most of the so-called 'websites' are inactive. This is a public relations tool which unfortunately is underutilised.

Yours in Rotary,

**MAKE DREAMS REAL**

Edward Sung Burongoh

**"They Who Serves Best, Enjoy Rotary Most"**



**HONORING ANOTHER  
MAJOR DONOR OF  
ROTARY YEAR 2008-09**



**PP David Tang,  
Rotary Club of  
Queenstown**



**A LITERACY PROJECT of the Rotary Club of Penampang District, Rotary Club of Tanjung Aru and Rotary Club of Kota Kinabalu**

The Kadazan-Malay-English Beginners' Dictionary are provided free to 30,000 schoolchildren in Sabah. The printing of the dictionary was sponsored by the Crocodile Foundation, GS & Trea Foundation and RI Dist 3310.



seated from right: Tan Sri Simon Sipaun, chairman of the Kadazan-Dusun Language Foundation, Pres Brendon Soh, RC Tg Aru, Tan Sri Bernard Dompok, Minister in the PM Dept and DG Edward



Pres Brendon provides copies of the dictionary to Tan Sri Simon.

## **Avoidable Blindness Xtravaganza '09 Gala Dinner, Singapore, March 28**

The Avoidable Blindness Committee under PP Er John Tan organized a whole day event beginning with the Forum-cum-Eye screening for parents and family in the morning; and The Eye Quiz for 13-16 year olds in the afternoon. A week earlier, it organized the Sight & Eye Evaluation(SEEK) for children; Beautiful Eyes contest for 7 - 11 year olds and Healthy Eyes Symposium for parents.



DG Edward addresses the audience



PP Er John Tan delivers his speech



seated left: DGE Datuk Hj Latip Saruggi, DGN2 Hj. Zainie A Aucasa, DGN Dr. K.A. Abraham and DG Edward



Pres. Lim Swi Kim and PP Lilian Chang. RC Suntec City, with the Interactors (Eye Quiz winners) from Greendale Sec. School



HE Ambassador of Mexico(seated right), who is himself partially blind, attended the gala dinner



PDG Ben Ch'ng and Lily with members of the RC of Sentosa