

**WELCOME, NEW ROTARIAN**

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Look for his bio in an upcoming issue of The 5th Page.

**DOING ROTARY DIFFERENTLY**

Apr. 17th, Canva Art & Design workshop, Rotary office, noon, Questions? Alisha.rotary@gmail.com  
 Apr. 22, Pollinator Garden Spring Clean-up, Kenawood Park, 9:00am, Questions? Jake Graves, jgraves@shepherdins.com



**PICKLES & PINTS LOGO**

At our last lunch meeting, you may have heard President Bret refer to a new fall Rotary fundraiser, Pickles & Pints. While this event is pretty far out on the calendar, it is already generating a buzz in the pickleball community (apparently such a community exists) and planning is underway. As a teaser, we thought you might enjoy the logo adopted for this event. Thanks to Christie Pierce for help in designing this logo. Start working on your game!

**ROTARIANS, THIS IS YOUR CALL TO THE KEENELAND POST!**

The Social Committee is once again organizing a day at Keeneland for Rotarians to enjoy “Racing As It Was Meant To Be”. Enjoy a spring afternoon at Keeneland on Wednesday April 23rd, one week after our membership social. Susan Adams reports that only eighteen tickets have been made available for this spring meet, since requests were stated by the track to be “overwhelming”. The price for the tickets has once again increased. Each ticket is now \$125. Use this link -<http://e.givesmart.com/events/Gqy> - or the QR code on the table-top signs at our Thursday meetings to get your tickets before they are gone.

# The ROTARY Club of Lexington

# WHEEL HORSE

April 3, 2025  
 — TODAY'S PROGRAM —

Presiding: President Bret Anderson  
 Inspiration, Pledge, & 4 Way Test: Cheyenne McBride  
 Introduction of Guests: Sharron Townsend  
 Introduction of Speaker: Laurel Martin

Speaker: Marc Witt, University of Kentucky Office of Public Relations and Strategic Communications  
 Program: PR Lessons Learned Along the Way  
**Location: The Mane on Main**

**APRIL LUNCH SPONSOR**  
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**MEET OUR SPEAKER**



**MARC WITT**

The Oxford English Dictionary defines “public relations” as “the professional maintenance of a favorable public image by a company or other organization . . . .” In this day of 24-hour news cycles and the prevalence of social media, the importance of public relations to us as Rotarians and to our Club has never been greater.

Presenting to us today on “PR Lessons Learned Along the Way” is Marc C. Whitt. Marc brings nearly four decades of public relations experience, having served in senior leadership and teaching roles at public and private colleges and universities across Kentucky. He currently serves as the director of media and strategic relations on the senior leadership team of the University of Kentucky Office of Public Relations and Strategic

Communications. Additionally, Marc teaches in the UK College of Communication and Information’s Department of Integrated Strategic Communication, specializing in public relations.

Marc is also a bestselling author. His debut book, *PR Lessons Learned Along the Way: Strategies, Tips & Advice for the Higher Ed and Nonprofit Public Relations Professional*, was recognized by BookAuthority as one of the ‘100 Best PR Books of All Time’ and the “#1 Best PR Book for Beginners.” His follow-up, *When In Doubt, Make Applesauce! Core Habits of the Masterful Public Relations Professional*, has earned similar acclaim. In 2024, Marc received the PRSA East Central District Platinum Award, recognizing his distinguished service and leadership in public relations.

Beyond his professional career, Marc serves on the Public Relations Society of America Thoroughbred Chapter Board of Directors, the Christian Appalachian Project Board, and the Kentucky Baptist Foundation Board. A lifelong musician, he is a founding member and president of the Friends of the Madison Community Band in Richmond, Kentucky.

A proud son of Paintsville, Kentucky, Marc and his wife, Jennifer, reside in

Richmond. They are the parents of three children and four grandchildren.

In his presentation, Marc will share timeless and practical insights gained over nearly forty years in public relations. Drawing from his bestselling books, Marc outlines key strategies and tips for building and maintaining trust, fostering relationships, and advancing organizational goals through effective communication.

Marc emphasizes the importance of integrity, adaptability, and understanding your audience while offering real-world examples from his extensive career in higher education, nonprofit, and corporate communications. Attendees will leave with actionable takeaways to enhance their public relations efforts, whether they work in nonprofit, corporate, or public sectors.



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**UPCOMING PROGRAMS**

<b>Apr 10</b>	DeVone Holt, President & CEO, Muhammad Ali Center
<b>Apr 17</b>	Doing Rotary Differently, No Lunch Meeting
<b>Apr 24</b>	Kip Cornett, Chairman Emeritus, Cornett, Lexington’s 250 Celebration
<b>May 1</b>	Shannon Arvin, President & CEO, Keeneland
<b>May 8</b>	Tommy Bell Award, Bruce Bell

**UPCOMING EVENTS/ VOLUNTEER OPPORTUNITIES**

<b>Apr 16</b>	Membership Social/Recruitment, Location TBD, 5:00pm
<b>Apr 17</b>	Backpack Pack-Up, God’s Pantry Food Bank, Winchester Road, 1:00pm
<b>Apr 17</b>	Canva, Design & Art Editor, Workshop, Rotary office, noon
<b>Apr 22</b>	Pollinator Garden Clean-up, Kenawood Park, 9 am
<b>Apr 23</b>	Keeneland, Spring Meet, Lexington Room, 11:30-6:00pm, \$125
<b>Apr 25</b>	Early Morning Mixer, 46Solutions, Lexington Green, 8-9:30am
<b>Apr 26</b>	Rotary Youth Leadership Awards (RYLA), Life Adventure Center, Versailles, 7- 6:00pm
<b>May 10</b>	Dancing with the Lexington Stars, Carrick House, 6:00-11:00pm, \$225
<b>May 29</b>	5 <sup>th</sup> Thursday Social, Lexington Legends, Legends Ballpark 5:30pm

**ROTARY DONE REALLY DIFFERENTLY: PRESIDENT BRET'S REFLECTIONS ON A MISSION TRIP TO HONDURAS**

I recently had the privilege of spending a week in Guaimaca, Honduras, on a mission trip with my daughter Natalie, a junior at Veritas Christian Academy. The trip was a collaboration between Veritas and Children's Cup, focused on both ministry and helping a local school prepare for accreditation by repainting the entire kindergarten through sixth grade facility.

We flew into Tegucigalpa and drove about 2.5 hours northeast into the mountains, where we were greeted by warm smiles, endless energy, and a school that needed a little TLC. The days were long—fifteen-hour marathons of scraping, priming, and painting—but they were filled with laughter, prayer, and connection. In between brush strokes, we ate with the children, played soccer, and shared stories.

Natalie's conversational Spanish turned out to be an incredible asset. She became an essential translator, helping bridge conversations between our team and the local kids. Watching her step into that role with confidence and compassion was one of the highlights of my experience.

What struck me most was the joy we encountered in a place where material wealth is scarce—over 50% of the country lives on less than \$7 a day, and nearly 15% on less than \$2.25.

And yet, the children radiated happiness, gratitude, and hope. It was a profound reminder that happiness doesn't come from what we have, but how we live, who we love, and what we believe.

This trip gave me something I didn't even know I needed—time to truly connect with my daughter, and moments of deep conversation and reflection with the other amazing students from her school. One parent later shared how something I said to her son made a real difference in what he's going through. That kind of feedback is humbling, and a testament to the power of simply showing up and being present.



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Jenny Schnurr Bill Straus Peggy Trafton  
John Wharton, Editor  
Dan Koett, Assistant Editor  
Set up & printing by Lynn Imaging  
Editorial Standards: *Chicago Manual of Style*, 17th ed.

Some of the students expressed concern that while we made a meaningful impact, we wouldn't be back for another year. That concern stuck with me. It reminded me that mission work doesn't

stop when the trip ends. It's a way of living—staying in touch, following through, and waking up each day with a renewed sense of purpose.

This trip lit a fire in me. To live each

day on a mission. To appreciate what I have. And to keep doing my part to make the world a better place—even when the paint dries, and the bags are unpacked.

— Bret Anderson

*Rotary in Review*

**RESTORING INTEGRITY IN THE NEWS MEDIA**

Our March 27 meeting kicked off with a great deal of excitement when Emery Wilson drew the "lucky" card for the Lottery. Following that happy (for Emery; not the rest of us!) Event President Bret Anderson provided a brief "State of the Club" identifying the need for us to bring in a minimum of thirty new members to help address our financial needs. He also outlined three "Powerhouse Fundraisers" that we will have prior to the Club hosting the Large Club Conference in 2026.

Our speaker, Dr. Rufus Friday, Executive Director for the Center for Integrity in News Reporting, began his remarks by quoting Rotary's own 4-Way Test, stating that it is a model that should guide journalism. Through a series of charts and graphs he demonstrated how there has been a massive decline in public trust for most institutions. More specifically, he noted that 36% of Americans have NO trust in the media. The reasons for this decline are the many falsehoods perpetrated by specific news outlets. This has led the "keepers of the

news" to fall into two types of presentations: persuasion vs. truth. News outlets in the United States rank last amongst forty-six countries in truthfulness. It is a question of reporting vs. opinion, fact vs. fiction. Dr. Friday believes that this trend has been exacerbated by the 24/7 cable news outlets. Standards have been lowered to the point where reporting takes place prior to verifying the truth. In addition, the advent of social media has created a universal forum. That forum allows for anonymous posts that focus on advocacy over objectivity.

The Center for Integrity has as its mission to restore impartial, objective, and fair journalism. They provide a \$25,000 award to a news outlet that actually provides that type of reporting. They also provide tools to enhance the leadership roles in journalism, because without this we are doomed to replicate the growth of the current system where the truth gets lost. The Center has a highly distinguished Board that is hands-on, as evidenced by adopting an official state-

ment of actual values to which reporters should adhere.

Dr. Friday provided the audience with some suggestions on how we can help. He suggested the following:

1. Engage with the local media
  2. Support ethical journalism
  3. Educate your community
  4. Answer the call to action to restore integrity to news reporting
- In closing Dr. Friday once again referenced the Rotary 4-way test and how it is a model not just for journalism but also how to live one's life.

If I can be forgiven a personal note it was early during my presidential term when Rotarian Bill Kimbrell approached me and asked, "The 4-Way Test is such a powerful statement, why don't we recite it at every meeting?" I thought about it for less than three seconds and, as Andy Griffith would have said, so we did. That was in the summer of 2000. Thank you Mr. Bill "heavy on the Mister" Kimbrell.

— Jim Richardson

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