



This month we have great news on how to promote all of the great things your Interact club is doing for their community and international projects. Rotary International is having the second annual Interact Video contest with the theme “**How do you interact?**” with the grand prize winner having their video featured on RI website.

Contest rules are simple: you must be at least 12 years old; create an account on YouTube and upload your video; and fill out a contest entry form found by going to - <http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Interact/Pages/Updatecontactinfo.aspx>. Entry forms are due by 1 December, 2010.

Here are a few tips on how to create a video supplied by RI Public Relations:

1. Take the time to develop and outline and write out a script – remember there is not a rush so take your time and get it the way you want it.
2. Know and understand the medium. The target length is five minutes or less with a beginning, middle and end. You are competing with other social media – Twitter, e-mail, etc. so make it as engaging as possible.
3. Pay attention to production values. What are production values – the ability to see the actors, hear the dialog and make sure it does not sound like it was recorded using a tin can for the microphone.
4. Focus on grassroots marketing and public relations. Take the longer route to engage the people you are trying to reach rather than a haphazard approach that nobody will pay attention to. (Above tips are paraphrased from the Mashable.com website.)

Good luck on your videos and we are looking forward to seeing your efforts rewarded not only with a certificate from RI President Ray Klinginsmith, but by being featured on the Interact YouTube video contest channel as a first prize winner.

In our last month's newsletter we had you save the date for the Interact Workshop of 9 October at Truckee High School. The date has been changed due to conflicts in the schedule with SAT testing on that day and Truckee's homecoming; the new date is 16 October and we are looking forward to a great turnout.

Interact Co-Chairs for District 5190

Ron Rehn and Bob Conner



Interact community project at Douglas High School

By Bob Conner

Rotary Advisor from the Rotary Club of Minden

Last year our club was approached by the Douglas High School Administration to assist in preparing backpacks with food, toiletries and clothing for fellow classmates who were homeless. What follows is the full story presented by our Faculty Advisor Katie Carr:

At Douglas High school, there is a fairly extensive problem with students and homelessness. The community has not always recognized or been aware of this deep seeded issue at our school, and therefore neither has our high school. This year, however, one of our administrators made it her mission to track down each homeless student—homeless as defined nationally after Hurricane Katrina—and teamed up with our Interact Club to reach out to these students with services and support that was long overdue and much needed. As soon as we club members were aware of the homeless students attending this otherwise pretty high socioeconomic school, we were on a deliberate and passionate operation to help our fellow classmates.

Because of privacy protection, the club was only given the number and gender of the homeless students. With this information, the Douglas Interact Club chartered a voyage to fulfill the wants and needs of every underprivileged teen on this list. Immediately, our club went on a fundraising escapade to raise as much money as we could; wintertime and Christmas were approaching and we wanted to give these students warmth, comfort, and gifts that most of them had never received. Therefore, we put the message out to the community and went to many different businesses to ask for assistance in our quest. With open arms, the community provided hundreds of dollars and donations such as scarves, backpacks, gift cards to local restaurants, socks, and blankets. We then asked our administrator, since she is able to know the identities of the students, if she could interview each of the students. We wanted these interviews so that we could get a good grasp on what styles of jackets, hats, and shoes they would want. Being in high school ourselves, we believed that purchasing exactly what our classmates wanted—and what was in style to them, of course—would be awesome! We received fifteen interviews back with sizes, styles, colors, and ultimate wishes for clothing. For the next week, our club went to various stores in our community and purchased a jacket—ones desired but never affordable—for each student, shoes that were warm and allowed those students to feel like they finally fit in, and gifts that we thought and knew high school students would love to have.

We decided that if we were in their situations, we would not want our classmates to know that we were homeless and in need of clothes and toiletries. Therefore, we decided to use the backpacks donated to hold all of the items that were donated and purchased so that students could receive the gifts without classmates identifying the fact that they were homeless. On the Thursday before we had our Winter Break, we all made an assembly line in



our advisor's room and stuffed fifteen backpacks to the specifications that each homeless student graciously requested. We then carted the stuffed backpacks to our administrator's office where she then brought in every homeless student and gave them all of the presents we had bought them. The entire office staff still tells us stories of watching the students leave the administrator's office with their new trendy jackets, backpacks, hats, gloves, and shoes. They still tell us that "there was not a dry eye in the house," as they watched the students finally walk with their heads held high and a sparkle in their eye because these unfortunate students had received gifts for the first time in their lives. We were so glad we could be Santa's elves, even though we have no idea who we helped. All we know is that they were our peers, our classmates, and teenagers like ourselves who were in need.

We continue to use the backpack idea and theme, but now we have teamed up with the "Backpacks for Buddies" program to stuff backpacks of food for students and families who are also in need on a weekly basis. Underprivileged students receive "free or reduced lunch" at our school, which assures two meals per day for each student. However, many times students do not have food to sustain them over the weekend, so we make sure that on Fridays we give them all the nutrition that they could or would need. We continue to fundraise to ensure that we can always help the underprivileged students that attend our school; a population that, until this year, has neither been unrecognized nor helped.

Discussion Items:

What would you do if you saw a student with one of the backpacks that you had prepared for the homeless students? Discuss with your Interact club members.

Of the values of Truth and Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship, which values were represented in the Backpack project?

What Community Service Projects has your Interact Club conducted?

Share your ideas and successes with other Interact Clubs in the newsletter!



The Four -Way Test

Are you aware of how the Four Way Test came to be a key element of Rotary?

In 1932, Chicago Rotarian Herbert J. Taylor was a successful businessman at the Jewel Tea Company and he was being groomed for the presidency of that company. The same year, a nearly bankrupt firm, Club Aluminum Company, approached Taylor and asked him to help revive their business. It was an unusual request. Club Aluminum employed 250 people, had debts exceeding \$400,000 (over \$4 million today), and the country was in the midst of the Great Depression.

In spite of the financial challenges, Taylor resigned from Jewel Tea and joined the troubled business, taking an 80 percent pay cut to become its president. He then invested \$6,100 of his own money in the company to give it some operating capital.

Taylor believed strongly that ethical conduct played an important role in relationships. He felt that if the company's leadership and employees were encouraged to think right, they would act right. What was needed was a simple ethical code they could easily memorize and apply to everything they thought, said, or did in their relationships with co-workers, vendors and customers.

His first effort was a 100-word statement, but he decided that was too long. Making revisions, he reduced the code to seven points. Determining that the seven points were still too long, he cut it to four.

For the code's final test, Taylor showed it to his four department heads, who happened to be a Roman Catholic, a Christian Scientist, an Orthodox Jew, and a Presbyterian. They all agreed that its principals not only coincided with each of their religious beliefs but provided an exemplary guide for personal and business life.

And so, "The Four-Way Test" was born:

Of the things we think, say or do:

Is it the Truth?

Is it Fair to all concerned?

Will it build Goodwill and Better Friendships?

Will it be Beneficial to all Concerned?

The question was: Would the Test work in the real world? Could people in business really live by its precepts, or were these just words on paper that could not be put into actual practice?

One attorney told Taylor, "If I followed this test explicitly, I'd starve to death. Where business is concerned, it's absolutely impractical."

The attorney's concerns were understandable. An ethical system calling for measuring one's actions on the basis of how they will benefit others is demanding and can create conflict for those trying to strike a balance between integrity and ambition. The test called for thoughtful examination of one's



motives and goals. Its emphasis on truth, fairness, and consideration required a moral diet so rich that it gave some people “ethical indigestion”.

Even with the circumstances confronting Club Aluminum, the test became the basis for making all company decisions. For example, when the staff applied the test to their advertising, they realized that words like “better”, “best”, “greatest”, or “finest” had to be dropped and replaced by more factual descriptions of their products. Negative comments about competitors were also removed from all advertising and company literature.

The test’s ethical guidelines gradually helped Taylor rescue the troubled business, and soon the company adopted the test as its official policy for all business conduct. Five years later, the firm not only paid off the last of its debt with interest, but distributed over a million dollars in dividends to stockholders even as the Depression continued.

Today, the Four-Way Test stands as one of Rotary’s core value statements. This is part of what we mean when we say that ethics is part of the DNA of Rotary.

(Adapted from the article “A Story Behind the Four-Way Test” by Darrell Thompson.)

Discussion Items:

Is the Four-Way Test relevant today, or is it just not realistic?

How could you see using the Four-Way Test in your daily life?

Is the Four-Way Test a judgment tool or a self-improvement tool?

Ask your Rotarian advisor(s) how they have used the Four-Way Test recently.

Upcoming Events:

October 16, 2010 Interact Seminar Truckee, California

Truckee High School 11725 Donner Pass Road, Truckee CA 96161.

April 9, 2011 District Assembly Sparks, Nevada