



Dear Directors and Trustees,

It is a pleasure to share with you a report outlining media coverage stemming from the African region's wild poliovirus-free certification announcement, which took place on 25 August. I shared this with President Holger and Chair Ravi and they agreed it was good to share with you.

Rotary and its members received significant positive coverage in leading media outlets for our leadership in eradicating wild polio in the African region, with our spokespeople quoted frequently.

Our global media strategy enabled Rotary mention in coverage throughout the African continent and in top international outlets, as well as coverage in priority countries such as the United States, Germany, Australia, Canada, and India. Of course, Rotary wasn't in every single media report, but was mentioned in a substantial majority as you can see below. In many instances, Rotary and WHO were the only Global Polio Eradication Initiative partners mentioned.

Here are some highlights:

- Leading media outlets around the world published more than **90 stories** that highlighted Rotary's role in eradicating wild polio in the African region, with the majority of coverage quoting Rotary spokespeople, including Rotary International President Holger Knaack, Nigeria National PolioPlus Committee Chair Dr. Tunji Funsho, and others.
- Examples of media coverage include TIME, Reuters, New York Times, Good Morning America, BBC, and Le Monde. Top regional media covering the milestone include SABC, Tageszeitung, Forbes, El Pais, The Guardian (Nigeria) and numerous other outlets in Africa.
- A joint op-ed by Rotary International President Holger Knaack and WHO Director-General Tedros was published in at least **10 outlets**, including top-tier outlets like Al Jazeera, Frankfurter Allgemeine, and Die Welt.
- Rotary Public Image Coordinators (RPICs) throughout Africa were instrumental in securing additional media coverage of the milestone. Working with members of the Public Relations team, RPICs and other Rotarians with media expertise secured over **80 pieces of coverage** in Africa and Europe.
- Efforts to provide Rotarians globally with a toolkit promote the milestone in their communities resulted in further global coverage, including extensive coverage in the UK.
- Social media posts on Rotary's channels reached **4 million people** and resulted in **517,000 video** views and **93,000 likes/comments/shares**. Celebrities like John Cena, Ade Adepitan and Itzhak Perlman posted and tagged Rotary on social media. Between 25-27 August, Rotary was mentioned more than **22,000 times** on Twitter and Instagram.

Please see below for a selection of coverage in leading global media outlets. This report will also be shared with the IPPC, EPNCs and Regional Leaders (RRFCs, RPICs, and RCs). We hope you'll share the good news with others.

Regards,

David

Rotary media coverage report: African region wild polio-free certification



Top International/North America/UK/French/Spanish coverage quoting Rotary spokespeople:

- Reuters: [Wild polio sufferers reflect as Africa declared free of the disease](#)
 - Outlets like [New York Times](#) and [National Post](#) published Reuters article.
- TIME: [The World Health Organization Declares Africa Polio-free](#)
- ABC's Good Morning America: [Polio eradicated in Africa](#)
- Agence France Presse (AFP): [Africa to be declared polio-free](#)
- Daily Mail (UK): [Africa is free of polio: World Health Organization declares continent has eradicated the virus after decades-long battle](#)
- Devex: [How the eradication of wild poliovirus from Africa can guide the COVID-19 response](#)
- Forbes: [Africa Declared Free Of Wild Polio Virus](#)
- The Guardian (UK): [Africa to be declared free of wild polio after decades of work](#)
- Al Jazeera: ['A momentous milestone': Africa now free from wild polio virus](#)
- Tageszeitung (Germany): [Polio in Afrika ausgerottet](#)
- Frankfurter Allgemeine (Germany): [Afrika ist offiziell poliofrei](#)
- El País (Brazil): [África queda libre de polio](#)
- El Mundo (Spain): [La OMS declara a África libre de polio tras no registrar casos en los últimos cuatro años](#)
- Europe 1 (France): [La "polio" éradiquée en Afrique, quatre ans après les derniers cas au Nigeria](#)
- Le Figaro (France): [La poliomyélite a officiellement disparu du continent africain](#)
- Le Monde (France): [La polio officiellement éradiquée du continent africain, selon l'OMS](#)
- Le Parisien (France): [Comment la polio a enfin été éradiquée d'Afrique](#)
- Les Echos (France): [La polio éradiquée en Afrique grâce aux campagnes de vaccination](#)
- OhChouette! (France): [C'est officiel, l'Afrique vient d'être déclarée exempte au polio sauvage](#)
- Voice of America: [In Major Milestone, Africa Now Polio-Free](#)



Rotary

- VOA [video story](#)
- VOA Afrique: [La polio officiellement éradiquée en Afrique, selon l'OMS](#)
- VOA's Africa 54: Forthcoming story on Rotarian Marie-Irène Richmond Ahoua
- Global Citizen: [Africa Is Now Officially Wild Polio-Free](#)
- El Comercio (Peru): [La OMS declara a África libre de polio tras no registrar casos en los últimos cuatro años](#)
- LiveScience: [Africa declared free of wild poliovirus](#)
- Global News (Canada): [Wild polio wiped out in Africa](#)
- CTV (Canada): [Africa now free of wild poliovirus, but polio threat remains](#)

Additional top coverage highlighting Rotary's role in eradicating wild polio in the African region:

- BBC: [Africa to be declared free of wild polio in 'milestone'](#)
 - [BBC Newsday](#)
- CNN: [Eradication of polio in Africa is 'great day,' WHO director general says](#)
- Forbes: [Wild Polio Eliminated In Africa: A Giant Step Closer To Eradication](#)
- Financial Times: [Africa to be declared free of polio](#)
- Bloomberg: [Africa Declared Polio-Free After Long Fight Amid Coronavirus](#)
- Bloomberg Law: [Africa Declared Polio-Free After Long Battle Amid Covid Pandemic](#)
- The Guardian: [Africa's triumph over wild polio shows the power of regional unity](#)
- Foreign Policy: [African is Officially Polio-free](#)
- IFLScience: [Africa Declared Free Of Wild Polio](#)
- Center for Infectious Disease Research and Policy: [African region declared free of wild poliovirus](#)
- Radio Free Europe: [Afghanistan Hit By New Wave Of Polio Cases Amid Coronavirus Pandemic](#)
- Contagion: [Wild polio is declared eradicated from Africa](#)
- The Week (UK): [The Week Unwrapped podcast: Polio, virtual armies and corporate nomads](#)
- Euronews: [Africa now free of wild poliovirus, the World Health Organization says](#)

Rotary International President Holger Knaack and WHO Director-General Tedros op-ed:

- [Al Jazeera](#)
- [Die Welt](#)
- [Frankfurter Allgemeine](#)
 - Other German outlets published, including [Finanz Nachrichten](#), [Berliner Sonntagsblatt](#), [Deutsches Wochenblatt](#).
- [South Africa Broadcasting Corporation](#) (SABC)
- [AllAfrica.com](#)
- [Punch](#) (Nigeria, published op-ed and [article](#))
- [The News International](#) (Pakistan)

Top African outlets quoting Rotary spokespeople:

- Daily Trust (Nigeria): [Now That Polio Is Kicked Out Of Nigeria](#) (Editorial)
 - Also published in [AllAfrica.com](#)
- Channels TV (Nigeria): [What Nigeria Is Doing To Stay Polio-Free – Health Minister](#)
- SABC: [Africa declared wild polio-free](#)
 - Accompanied by [video piece](#)
- Business Insider Africa: [The World Health Organization Declares Africa Polio-Free](#)
- AfricaNews.com: [WHO declares Africa polio-free](#)



- Financial Nigeria: [Rotary and polio-free Africa](#) (Print/Online)
- Nigeria Daily Trust: [WHO Certifies Africa Free Of Wild Polio Virus](#)
- Nigeria Daily Times: [Nigeria is Africa's last polio-free country](#)
- The Interview: [WHO Declares Africa Polio-free](#)
- News Ghana: [The heroes of the win against wild poliovirus](#)
- Metro Daily (Nigeria): [Rotary, GPEI Rejoice As WHO Declares Africa Polio-free](#)
- Metro Daily (Nigeria): [Nigeria Played Important Role in WHO Africa's Polio-free Certification – Funsho](#)
- Nigeria Tribune: [Rotary spent \\$276m to kick out polio in Nigeria](#) (Print/Online)
- Nigeria Tribune: [Rotary Congratulates African Region on Becoming Polio-free](#)
- The Guardian (Nigeria): Forthcoming article on Rotary and polio
- New Vision (Uganda): [Relief as Africa is declared polio-free](#)
- Fraternite Matin (Cote d'Ivoire): [Sénatrice Marie-Irène Richmond Ahoua \(Coordonnatrice du Rotary pour l'Afrique francophone\): «Une victoire historique sur le virus de la polio»](#)
- Additional coverage secured through RPIC/PR Team efforts published in Bénin, Burkina Faso, Côte d'Ivoire, Madagascar, Mali, Mauritius, Seychelles, South Africa, Togo, Tunisia, Uganda)

Australian outlets quoting Rotary spokespeople:

- 4BC Radio (Brisbane): [Rotarian Jenny Horton on polio eradication in AFRO](#)
- SBS News: [Africa declared free of wild polio in 'momentous milestone'](#)
- International Business Times: [Africa to be declared polio-free](#)
- Radio spots in Sydney featuring PRIP Ian Riseley

Indian outlets quoting Rotary spokespeople:

- Hindu BusinessLine: [Africa's victory over wild poliovirus is a giant step in global effort to eradicate polio](#)
- New Delhi Times: [In Major Milestone, Africa Now Polio-free](#)
- Firstpost: [Africa wins battle against wild poliovirus, WHO announces; threat of vaccine-derived polio persists](#)
- The Swaddle: [Africa Is Finally 'Wild Polio'-Free, Thanks to Decades'-Long Vaccination Drives](#)