



Rotary International

RI Public Relations Award

Nomination Form

Public relations is any communication between an organization and its public. It forms a relationship between your club and non-Rotarians in the community. The Rotary International Public Relations Award recognizes Rotary clubs that have generated increased awareness and understanding of Rotary through outstanding media coverage or public relations efforts.

Criteria

- Only single club projects may be considered for this award and only one nomination per district may be submitted to RI World Headquarters.
- The public relations effort must focus on a single club project, event or campaign (activities pertaining to one topic — e.g., drug abuse prevention, literacy promotion). The media campaign must take place between 15 March 2000 and 15 March 2001.
- The campaign must be directed at an external (non-Rotarian) audience. The promotion may be directed towards the media, local government officials, the business community, other civic organizations, and/or people directly affected by Rotary's service initiatives.
- It must demonstrably improve Rotary's visibility and image within the community. Effective public relations can result in increased attendance or monetary support for a Rotary event, increased community participation in Rotary programs, increased membership, and recognition from civic leaders and other organizations.
- Submissions must be received at RI World Headquarters *no later than 15 May 2001*.

Suggested Nomination Procedure

- By 1 August 2000, the district governor chooses and announces a district selection committee to receive and evaluate all entries. When possible *this committee should include the district public relations chairperson*. The governor should be an ex officio member of this committee.
- The governor should publicize this committee, together with the award criteria, in the monthly newsletter. The deadline for submission to the committee should be no later than 30 March 2001.
- From the entries, the committee will select one project as the district's nomination. *Please note, the nomination form must be endorsed by the district governor.*
- The governor then submits the district's nomination with documentation to RI World Headquarters no later than 15 May 2001.

Please type or print in black ink.

Campaign/Project Name: _____

Rotary Club: _____ District: _____

Name of Club President: _____

Name of District Governor: _____

Signature of District Governor: _____ Date: _____

(over)

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I. In the space below, please provide a project description. Describe how the public relations campaign reached the target audience and the results of the increased publicity. Please attach additional pages as necessary. Whenever possible, please give figures on how many people were reached by the campaign.

II. The campaign must have taken place between 15 March 2000 and 15 March 2001. Please give a brief time line of the public relations efforts.

III. Please attach samples of outreach tools and resulting media coverage. (Materials will be forwarded to the Rotary International Public Relations department. They will not be returned except by specific request.) Such materials may include (but are not limited to):

Outreach Tools

press releases
fact sheets
public service
announcements
media alerts
brochures
posters
direct mail materials
Internet information

Resulting Materials

photos
press clippings
list of news stories
sample audience responses
letters of support
videotapes of broadcasts

Nominations must be received at RI World Headquarters no later than 15 May 2001.

Please return to: Recognition Section (PD230), Rotary International, One Rotary Center,
1560 Sherman Avenue, Evanston, IL 60201-3698 USA. Fax: 847-328-8554

