



2015-2016 DISTRICT AWARDS AND RECOGNITION

BEST PROJECT WITH PUBLIC RELATIONS CONTENT

Submission Deadline: **2 April 2018**

[Submissions can be made based on projects encapsulating the 4 Avenues of Service where important public relations activity/content is generated]

Rotary Club of _____

Name of club president: _____

Signature of club president (*required*): _____ Date: _____

A project that demonstrates leadership of public relations strategies and tactics to enhance, promote or improve the reputation of Rotary, your club and the project with its key publics.

1. Project name: _____

2. Briefly describe the project. Its goals and purpose. Where it was based. Who (if any local or foreign partners) were involved? How the project was executed.

3. What was the public relations message and who were your key public/s?

4. What was the public relations strategy?

5. What media, including new media, was targeted / used to support your project's PR strategy?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

6. What tactics were used to engage the media?

Traditional Media

New Media

7. How much coverage did the effort result in? Briefly describe:

8. In the resulting media coverage, did it:

- a. Mention Rotary in a strong and positive light? Yes / No
- b. Mention your club and the project in a strong and positive light? Yes / No
- c. Mention Rotary volunteers' efforts to address critical issues including Rotary's *End Polio* campaign, peace and conflict resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development? Yes / No
- d. Endear Rotary International and the club to the hearts and minds of the community? Yes / No

9. Did you attempt to measure the success of your PR campaign to better prepare for future efforts? What method did you use to do so? Briefly describe and attach any relevant findings/reports.

10. Please attach the following relevant material together with this form:-

- Press release/press kit material
- Newspaper/magazine clippings of coverage
- Screen grabs of digital media coverage
- Videos and/or photos that were circulated to the media
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Presentations and speeches

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Submit completed form plus any appendices **IN SOFT COPY** by **2 April 2018** to
PP Elsie Chua at chuakle@gmail.com +65-9782 3883