



2015-2016 DISTRICT AWARDS AND RECOGNITION

Category A: Communications & Outreach

BEST PUBLIC RELATIONS PROJECT

Submission Deadline: 2 April 2018

Rotary Club of _____

Name of club president: _____

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

1. Project name: _____

2. Project Start and Completion Date: _____

3. 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.

4. Was the new Rotary International logo used in this project? Yes/No

5. What was the public relations message?

6. What was the public relations strategy?

Attach service announcements, graphics and other materials in your media/press kit/press releases?

7. Did you use Rotary's print public service announcements, graphics and other materials in your media/press kit/press releases?

8. What media, including new media, were targeted/used to support your club's PR strategy? Include websites, blogs, Facebook, Twitter, Instagram and other media if utilized.

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

9. What tactics were used to engage the media?

Traditional Media

etc

New Media

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

etc

11. In the resulting media coverage, did it:

- a. Mention Rotary in a strong and positive light? Yes / No
- b. Mention your club 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

12. Did you use these other promotional outlets? *Select all that apply.*

- Television
- Billboards, posters, and signs
- Newspaper supplements
- Club brochures
- Presentations and speeches

13. Did you attempt to measure the success of your PR campaign to better prepare for future efforts? What method(s) did you use to do so? Briefly describe.

14. Attach copies of press releases/press kit, newspaper reports, video, PowerPoint presentations, non-traditional media reports and other relevant information.

15. Does your club use the new Rotary logo in its communication efforts? Yes/No

If so, does this include the incorporation of the new Rotary logo as part of the club logo?
Yes/No

=====

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