**NOMINATIONS FOR ROTARY DISTRICT 7910 PUBLIC RELATIONS AWARDS**

Send forms to Laura Spear, [laura@spear.net](mailto:laura@spear.net) or 42 Forest Road, Stow, MA 01775

Dear Club Presidents and PR Chairs,

For this year, the District 7910 PR awards will be awarded at District Conference. Please submit your nominations by the deadline for all District Conference awards.

For each award, explain in **250 words or less** why the award should be given to the nominee. All PR activity must have been done in Rotary year 2015-16. Entries over 250 words will be disqualified at the judges’ discretion. One nomination for multiple awards also will not be accepted. When submitting your nominations, remember we are not judging the merits of a project, program, or fundraiser. We are judging solely on the use of public relations in promoting the event and how effective the results were, so please focus on this aspect only. Thanks for your support in promoting Rotary!

* **PR Coverage Award**: This award will be judged on how effective a newspaper, magazine, or web article or TV or radio program was in promoting Rotary. For articles, attach a tear sheet or a copy of the tear sheet; include the date of publication. For radio or TV coverage, list the broadcast date(s) and the channel and program name.
* **Digital Marketing Award**: This award will be given for social media (Facebook, Twitter, LinkedIn, blogs, etc.) use and other types of digital marketing in getting your message out about Rotary. The entry should describe what was done, what the results were, and how the results met your objectives.
* **Brand Compliance Award:** This award will be judged on how PR materials for a Rotary 2015-2016 program, project, or event met the Rotary International *Voice and Identity Guidelines* (created in 2012, updated January 2015).
* **Unique and Innovative Use of PR in a Project, Program, or Fundraiser**: This award will be judged on how various components of PR (flyers, brochures, posters, blogs, press releases, billboards, banners, direct marketing, etc.) were used “outside the box” in publicizing a program, project, or fundraiser.
* **Make Your Mark PR Award (Club)**: This award will be given to the club that had great impact with measurable results on Public Relations during the 2015-2016 Rotary year, promoting understanding and awareness of Rotary. The entry should describe how the PR program worked, what the results were, and how the results met your objectives.

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In completing this form, you must focus on how PR was used on the project or program and NOT ON THE MERIT OR DETAILS OF THE PROJECT. Entries that do not give details on what PR components were used, how they were used, how often they were used, or the measurable results will be removed from consideration.

Use this space to fill in only 1 nomination in 250 words or less. Separate forms should be used for each additional nomination.

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| Club name |  | Name of award being applied for |

By \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Club President Club PR Chair

RULES:

* Entries must have occurred in Rotary year 2015-16 & must be signed by the Club President & PR Chair.
* Each award must have a separate entry; however, each club may only submit 1 entry per award.
* All entries must be 250 words or less & must be submitted on a separate piece of paper.
* Entrees over 250 words will be disqualified at the judges’ discretion.
* Deadline for entries is the same deadline as for all district awards. No entries will be accepted after that.
* Please be aware that the decision of the judges is final.