

Jack Vogel Public Relations Award

Rotary Club of _____

	1 pt	2 pts	3 pts	4 pts
Scrapbook Appearance				
Items Produced for Publication and/or Publicized are designed to...	Attract new members	Attract new members; Educate, indoctrinate and honor Rotarians and Community Leaders.	Attract new members; Educate, indoctrinate and honor Rotarians and Community Leaders; Construct links with other community entities and organizations.	Attract new members; Educate, indoctrinate and honor Rotarians and Community Leaders; Construct links with other community entities and organizations; build camaraderie and unity among Rotarians.
Items Produced for broadcast or broadcast	Direct appeal to members (written)	Direct appeal to members (written); Social Media.	Direct appeal to members (written); Social Media; E-mail, website, billboard.	Direct appeal to members (written); Social Media; E-mail, website, billboard; Rotary sign, community calendars.
Total Points: _____ Judge # _____				