

District 5170 is holding a Public Image Competition that includes:

- Best story that appears in the media
- Best flyer or e-mailable ad created from Rotary Brand Central
- Best promotional campaign for a club event
- Best promotional campaign for a club project

The competition for best story, promotions for an event and project and flyer will be awarded to one club in each category.

To enter that competition, please submit a printed or electronic version (in PDF) of your material by April 1, 2016 to [deborahcoburnrice@gmail.com](mailto:deborahcoburnrice@gmail.com). Judging will be done by a committee of PR Professionals and will be based on creativity, readability, punctuation and grammar, and use of Rotary Brand Central.

**Criteria for best article/news published in media?**

This is out of your control – what you send in may or may not be published as you want. The key is to provide information to your source. This judging will be more subjective. Please send us your published news – whether in newspapers, TV, calendars, etc. Also, please send the information you provided the media (press release, fact sheet) and who/where it was sent.

**Criteria for flyer or e-mailable ads:**

- Does it have a grabbing headline?
- Does it have interesting graphics?
- Does it convey the message clearly?
- Does it have a call to action?
- Does it have contact information?
- Does it clearly say where, when, why?
- Does it use Rotary Brand Central Graphics?

**Best promotional campaign for a club event**

What various elements does it include: non-paid reach to media (show Fact Sheet/Press Release and where sent); flyers, banners, ads, creative yet effective methods of promoting your event. Please submit budget used.

Does it tell the story what, where, why, who and when?

Does it utilize elements found at Rotary Brand Central?

**Best promotional campaign for a club project**

What various elements does it include: non-paid reach to media (show Fact Sheet/Press Release and where sent); flyers, banners, ads, creative yet effective methods of promoting your event. Please submit budget used.

Does it tell the story what, where, why, who and when?

Does it utilize elements found at Rotary Brand Central?

