

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Waikiki Janet Kelley
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter ___ each week, ___ each month, ___ other: X
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL waikiki rotary)
 - Instagram (Account name waikiki rotary club the friendly club)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: Yes No

Submission Deadline: March 31, 2021

PUBLIC IMAGE AWARD NOMINATION 2020-2021
Janet Kelley: Rotary Club of Waikiki

It is an honor to nominate Janet Kelley for the award category of Public Image. Janet Kelley is setting the standard for how to do public relations for a Rotary club. Despite Covid-19 lockdowns and no in person meetings Janet proactively led our public relations efforts.

Our club presence on Facebook is incredible. Janet manages our Facebook page and its outreach to 1240 followers. That means every time we post on our Facebook page we have the potential to reach all 1240 people following our page. We've had a dozen of so posts on Facebook this year, despite the lack of activity due to Covid-19. Additionally, when we have events in non-Covid years we amp our Facebook posts with Facebook ads. Not that we are competing with D5000 but we only have a few hundred less followers than that Facebook page.

We've also battled through some key administrative turmoil as our paid club secretary stepped down. Janet has been instrumental in making sure our website was up to date and being maintained. Janet keeps our club forefront and in the public eye with her news releases such as the ones she put out this year announcing our president and board members.

Janet keeps our club up to date with everything occurring concerning Rotary around the islands. She's a vibrant member at our Zoom meetings and board meetings and always has a contribution to add. She's spearheading the Rotary efforts to help local businesses that may need an extra boost because of Covid-19 with the almost monthly meetings with local business leaders. This effort alone should garner her an award.

Janet has completed numerous courses on Rotary's learning center and is our club's expert for all branding questions. Our club banner is famous throughout the islands of Hawaii and is always displayed wherever we go. She's taught everyone in the club the importance of branding, using our banner and wearing our shirts whenever we are performing community service projects.

Finally, Janet is a valued member of our board. I consistently rely on her judgment and experience as a past president of our club. Janet embodies the attributes and characteristics of the 4-way test both as a Rotarian as well as in her personal and professional life. I can't think of anyone more deserving than this award this year.

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Metropolitan Honolulu

Club Division: x Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: update website monthly with projects
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook
<https://www.facebook.com/MetroRotary> _____)
 - Instagram (Account name _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (<https://www.metrorotary.org/> <https://www.metrorotary.org/Stories/rotarians-support-large-food-distribution-effort> _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: x Yes No

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ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

Rotary Club of Metropolitan Honolulu's public image director Melinda Mullis used Club Runner Website to publish new content in 2019 and see if our club members would adopt this resource and technology to stay informed in 2020. Zoom has been adopted by most members but using Club Runner as a tool has limited capacity.

After a full year of using club runner, we understand the limitations and memberships desire to have an online presence that is easy to update and highlights our club uniqueness. We will continue to use club runner as a tool for administrative support. We will create a new generation of online presence for the Rotary Club of Metropolitan Honolulu's, with established goals from each committee member. We will complete this task by being information architects. This responsibility will include the choice of technology, site flow, and visual approach. The content will help visitors understand our mission of service above self. We will adhere to Rotary International's brand standards and guidelines. This will help us raise awareness about the club, build membership and share the values of Rotary. The tone and appearance of the site will provoke a personality inclusive of the club's organization's attitude and reputation.

Tactics:

(4) Enewsletters (Quarterly)

(2) Digital Distributed Press Releases

Membership Campaign Q3-Q4 2021

Service Projects shirts with approved brand

Membership engagement with digital environment

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Lahaina Sunset
Club Division: **Large Club** **Medium Club** **Small Club**

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL
<https://www.rotarycluboflahainasunset.org>
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL <https://www.facebook.com/Rotarycluboflahainasunset.org>)
 - Instagram (Account name rotarycluboflahainasunset (new account this year))
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: **Yes** **No**

Submission Deadline: March 31, 2021

Rotary Club of Lahaina Sunset – Public Image Narrative

PUBLIC RELATIONS COMMITTEE/BUDGET: Our club has a PR Chair with three assistants. The overall strategy is to enhance the image and visibility of the club with an emphasis on West Maui.

NEWS RELEASES – THE LAHAINA NEWS: This weekly newspaper is a long running publication which specifically serves the West Maui Community. A press release with a photo has been published for every club meeting – **16 meetings from 7/1/20-3/30/21**. Press releases and photos have also been submitted for the remaining 7 upcoming meetings. In addition to the meetings press releases The Lahaina News has published **31 articles and editorials** about club activities, projects and new member inductions. All of the articles have featured a photo.

NEWS RELEASES – THE MAUI NEWS: The Maui News is the only island-wide newspaper on Maui. Since 7/1/20, **13 articles** have been published about our club activities and projects. Most of these articles featured a photo and a number of the pieces were “front page spreads”.

TWO SPECIAL PROJECTS WITH PROMINENT PRESS COVERAGE: **1) La’au Ha’awi (Gifting Tree) Maui** project. Our club coordinated and orchestrated with 9 Maui Rotary Clubs, Maui ‘Ohana Gardens and Uncle George Kahumoku, Jr. this unique tree gifting and planting program. Both Maui Publications featured prominent front-page coverage at both the start of the project when it was launched on Nov. 29, 2020 with the planting of 20 fruit trees at Ka Hale A Ke Ola homeless shelter in Wailuku, and the conclusion of the 2-month project on Feb. 19, 2021 by planting 20 fruit trees at Ka Hale A Ke Ola homeless shelter in Lahaina. Plans are under way to continue this tree-planting initiative into the next Rotary year due to large number of financial contributions received and the high level of interest by our club members in support of this project. Over \$13,000 in funds were generated for this multi-club project. **2) In collaboration with Princess Nahienaena School** our club successfully launched and completed in 2 months’ time the “Computers for Kids Project”. Over 70 donated and refurbished computers were delivered to the school for families who do not have devices in their homes. These devices are for the families to keep. The club offered their most sincere Mahalo to George Gordon, the “Computer Guru” who wiped clean, sanitized and updated these devices so that they could be delivered to these families. He donated his time and talents and all he requested was funding to purchase necessary components to make the devices workable. One the day that the devices were delivered to the school both Maui publications were on hand to take photos and then to feature the project on the front pages of their newspapers.

ROTARY CLUBS OF MAUI FACEMASKS: One of our club members worked with a Rotary vendor and over 230 “Rotary Clubs of Maui” Facemasks were ordered for the 9 Rotary clubs on Maui. Presidents submitted orders to our club member distributed the ordered masks to each president for their members.

ROTARY VESTS & POLO SHIRTS/ROTARY PIN: Orange “Rotary at Work” vests are worn at every project in the community. Since so many new members were inducted this year almost all have purchased the blue Club Polo shirts with the new Masterbrand logo. Each member has a gold and blue “Travel Badge” to wear as well as their Rotary pin when working in the community.

NEWSLETTER: We were delighted when two of our newest members took on the responsibility of writing, editing and publishing our monthly newsletter. They immediately embraced the Club Runner platform to provide our members and those on our mailing list with this informative, entertaining and educational publication. The electronic newsletter not only features “Rotary Business”, but it includes articles on pets, recipes and fun facts about our members.

SOCIAL MEDIA COMMUNICATION: Our extensive and informative website is updated every week. Added this year to the website was a PayPal link for contributions and a Venmo link for contributions to our 501c3 Rotary Club of Lahaina Sunset Foundation. We post weekly to our Facebook page and we set up a new Instagram account that is managed by our President-Elect Nominee.

MEDIA CAMPAIGN AND MEMBERSHIP: Because the Lahaina News publishes a feature article about each upcoming meeting speaker, we have quite a few guests who join our Zoom meetings to hear their presentations. Two of our meeting speakers were so impressed with the high quality of our meeting programs that they applied for membership and have been inducted into our club.

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Kihei-Wailea
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL
www.mauirotary.org
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL https://www.facebook.com/RCKWMAui)
 - Instagram (Account name KWRC)
 - Twitter (Account name https://twitter.com/RCKiheiWailea)
 - LinkedIn (Account name https://www.linkedin.com/groups/2811782/)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: Yes No

Submission Deadline: March 31, 2021

The Rotary Club of Kihei Wailea utilizes various media outlets to pass on information to the members as well as the public. The Club has had news events on local television stations. It uses the local newspaper to advertise events and upcoming speakers. Although the Club does not have a designated “public image” committee, there are members who do utilize these sources for media coverage.

RCKW has a homepage that allows members and non-members alike to see what the Club is doing, upcoming speakers, and projects. Their newsletter is updated after each meeting. Since the meetings have been utilizing the “zoom” meeting platform, they have been recorded. Most meeting content has also been transcribed.

The pandemic “silver lining” is that the club, as other clubs have, are able to have speakers from all over the world at their meetings, without the travel. It has also allowed members who are not able to attend meetings personally to tune in each week and participate. Even though this is an asset, there are many members who for one reason or another are reluctant to join the meetings online.

Facebook, both personal and Club accounts, are used to advertise speakers, Club events, and projects.

The Rotary Club of Kihei Wailea purchased a “pop-up” canopy with their Club name and the Rotary logo that is put up when members are involved in projects, fundraising, and other events.

Since the installation and maintenance of Rescue Tubes on Maui’s South County beaches is the Club’s major project, a mock-up of a Rescue Tube is taken to events the Club is involved in.

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Honolulu Sunset
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL: _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter 1 each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL https://www.facebook.com/honolulusunsetrotary)
 - Instagram (Account name honolulusunsetrotary)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____ , account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: Yes No

Submission Deadline: March 31, 2021

PUBLIC IMAGE

SOCIAL MEDIA

- Facebook is live and active. Designated members are able to post pictures of service projects. All service projects are posted on Facebook. Members wear their Rotary shirts while performing service projects
- Facebook posts gives the exposure to the public and an invite to join a service project
- The club also maintains a Twitter account and an Instagram account, which also post messages and pictures about projects and meetings

WEBSITE

- The Rotary Club of Honolulu Sunset has a website managed by club runner. The club has a budget to support the use of the website.
- The Website <http://honolulusunsetrotary.org> is updated weekly to post the guest speaker, calendar of events, meeting venue changes and a button to call for information
- Landing Page on the website shows a joint project led by The Rotary Club of Honolulu Sunset with 4 other Rotary clubs that participated. This is one of several joint projects with other clubs.
- The Home page of the website has pictures of Members with the caption "Rotary People of Action" and their vocation.
- The Landing Page on the home page has a button to link an interested party to a membership application. One the members, recently inducted, accepted the invitation to apply for membership.

NEWSLETTER

- The club publishes a newsletter weekly. Issues include a president's message, a recap of last week's meeting, a preview of upcoming meetings. There is a Thought of the Week and a Rotary Moment. This year, it featured biographies of members. Members' anniversaries of joining Honolulu Sunset Rotary are also featured. Upcoming service projects are described, with links to sign up.
- Members were featured in the newsletter highlighting their vocational career and milestones to how they reached where they are now

OTHER

- At one of the club meetings, Rotarians who were wearing their Rotary Pins or other Rotary attire were recognized. Members were encouraged to wear their Rotary pins and/or Rotary attire even when not attending Rotary meetings, and especially when attending Zoom meetings for other organizations.
- News media was promoted for the March 18, 2021 Vocational Service Award that recognized community members who made a difference during the pandemic. A few digital outlets published press releases on this event or had a digital version of the awards with information about the Rotary Club of Honolulu Sunset. Here are the links:

<https://www.yahoo.com/now/rotary-club-honolulu-sunset-honor-040100174.html>

<https://www.newsbreak.com/news/2184560066135/rotary-club-of-honolulu-sunset-to-honor-covid-heroes>

<https://www.iweller.com/coronavirus/rotary-club-of-honolulu-sunset-to-honor-covid-heroes/>

<https://twitter.com/sandimasrotary/status/1372806300355207168?s=10>

https://www.staradvertiser.com/2021/03/17/breaking-news/rotary-club-of-honolulu-sunset-to-honor-covid-heroes/?fbclid=IwAR3CACJG15GaMopgrg88JAKMW-Bm2nEtvfsfBcXzlpI05Br6xTM_slpQuNc

Rotary Club of Honolulu Sunset recognizes COVID Heroes with 2021 Vocational Service Awards

Hawaii's health care workers, first responders, military and educators will receive the club's annual Vocational Service Awards at a virtual awards event on Thursday, March 18. Among the honorees are: Employer of the Year – Hawai'i Pacific Health; Health Care Worker of the Year – Ken Yamazaki, Straub Medical Center; Military Personnel of the Year – Sergeant First Class Nathan H. Lethgo, Tripler Army Medical Center; Fireman of the Year – Jeffery Hooker, Honolulu Fire Department; Police Officer of the Year – Sergeant Joseph O'Neal, Honolulu Police Department; Teacher of the Year – Sheila Bierwert, Jefferson Elementary School.

Press Release

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

Public Image Narrative for Rotary Club of **HONOLULU SUNRISE**

1. **Public Image Committee:** We have a two members within the club that assist with updating our Honolulu Sunrise's Clubrunner and Facebook pages. Updates are regularly performed with speakers, events and projects.
2. **Zoom Recordings:** Every Monday our PR team records our meeting and speaker so that the meetings can be shared to our members that cannot make our meeting. These are saved in the cloud and can be retrieve whenever desired.
3. **Club communications:** Announcements and reminders are dispersed via the communication/email function. Updates and reminders are also display via our PowerPoint Presentation discussed during each Rotary meeting on Monday morning.
4. **Club Shirts:** Members wear Honolulu Sunrise shirts during service and community projects. New members are given a Rotary Club of Honolulu Sunrise shirt upon induction.
5. **Rotary pins:** The club encourages all our members to wear their Rotary pins on a daily basis. Members are recognized in meetings who tell about being approached about their Rotary pin.
6. **Club Banners:** The Honolulu Sunrise Club banner is displayed at all of our events. The banners provide information on how the public can reach us to and encourages them to join us in our projects.

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Honolulu
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL _____)
 - Instagram (Account name _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative is provided: Yes No

Submission Deadline: March 31, 2021

ROTARY DISTRICT 5000 - Honolulu
PUBLIC IMAGE AWARD

The Rotary Club of Honolulu and district 5000 were able to garner a fair amount of publicity from the completion of the construction of phase one of the Centennial Park of Waikiki. Initially, there was a blessing in December that was attended by Mayor Kirk Caldwell and many media outlets. The event was publicized in the Star Advertiser and on several television news outlets. On February 1st the Rotary Club of Honolulu and the District officially turned the park over to the City & County in an event that was attended by Mayor Rick Blangiardi and also shown on several television stations that evening. These events highlighted the efforts of the Rotary Club of Honolulu and District 5000 and brought a spotlight to the work that Rotary can do for the community in a public/private partnership.

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Hilo Bay
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL www.facebook.com > RCHiloBay)
 - Instagram (Account name _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

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A narrative is provided: Yes No

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