



**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Kahala Sunrise

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	<u>50</u>
3. Regularly updated Club's Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u>25</u>
5. Had at least 2 press releases published to promote Rotary	50	_____
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	_____
8. Publish an article in a local or international newspaper or magazine	50	_____
9. Had a media campaign to solicit membership	50	<u>50</u>
10. Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11. Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	_____
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	-----	<u>275</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

Our website and newsletter has drawn a lot of attention and brought us new prospective members.



**ROTARY DISTRICT 5000
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Rotary Club of Kaneohe

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	___
3. Regularly updated Club's Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	___
5. Had at least 2 press releases published to promote Rotary	50	___
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	<u>20</u>
8. Publish an article in a local or international newspaper or magazine	50	___
9 Had a media campaign to solicit membership	50	<u>50</u>
10.Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11.Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>245</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

Earlier this year, PDG Sandy Matsui, AG Kathleen Marriam, and myself (Barry Harris) had the humbling opportunity to moderate the OHA Candidate Forum broadcast on Olelo. This event was also streamed live and was simulcast on YouTube. Not only was this a community/public service event, but it also gave our Kaneohe Rotary CLub, as well as Rotary International statewide exposure.



**ROTARY DISTRICT 5000
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Rotary Club of Kauai

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	_____
3. Regularly updated Club's Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u>25</u>
5. Had at least 2 press releases published to promote Rotary	50	<u>50</u>
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	_____
8. Publish an article in a local or international newspaper or magazine	50	<u>50</u>
9. Had a media campaign to solicit membership	50	_____
10. Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11. Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	_____
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>275</u>

What was the most successful Public Image campaign completed? (1000 characters or less)



**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Kihei-Wailea

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	<u>50</u>
3. Regularly updated Club’s Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u>25</u>
5. Had at least 2 press releases published to promote Rotary	50	<u>50</u>
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	<u>50</u>
8. Publish an article in a local or international newspaper or magazine	50	<u>50</u>
9 Had a media campaign to solicit membership	50	<u>50</u>
10.Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11.Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>450</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

We sponsored an evening concert at a Theater in a high traffic area in central Kihei - "An Evening with Dayan Kai". We had our banner on a table and handed out newly designed and printed club brochures. In addition we have been redesigning our website with a consultant to be much more current and relevant. For our major fundraiser, an on-line auction, letters detailing the accomplishments of our club were sent to over 200 local businesses. Our club had a table with our banner and brochures at a Halloween party at The Imua Discovery Garden attended by over 1500 people. We had a table with our banner and brochures at the Kihei Elementary Open house attended by 600 parents of students, and at a Food Drive.

Information about the programs RCKW supports were shared via brochures, radio, TV and newspaper spots.

**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Lahaina Sunset

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	50
2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	50
3. Regularly updated Club's Website and/or Facebook Page	25	50
4. Published a club newsletter at least once a month	25	50
5. Had at least 2 press releases published to promote Rotary	50	50
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	50
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	150
8. Publish an article in a local or international newspaper or magazine	50	50
9 Had a media campaign to solicit membership	50	50
10.Reviewed all club materials and signage for Rotary brand compliance	25	25
11.Members are encouraged to wear Rotary pins outside of meetings	25	25
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	25
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	575	-----

What was the most successful Public Image campaign completed? (1000 characters or less)

The Lahaina News is the local print publication which has served the West Maui Community for over 42 years. We are one of the major contributors of Rotary-related stories and articles to this weekly publication. The editor of this publication is so impressed with our many submissions that he has added "Rotary News" to the "What's Inside" banner on the first page of each edition. He knows that by every print deadline there will be a story and photo submitted. And every submission is published. The Maui News is the only island-wide print publication that remains on Maui. Each Saturday in the "Community" section of this publication our club submits and receives coverage about upcoming meeting speakers and/or projects. The lead photographer, Matt Thayer, is on a first name basis with our Public Image chair at times she requests special photo coverage of a unique project. Several our projects were featured as ½ page spreads on page 3 because of Matt's photo coverage.



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Rotary Club of Lahaina Sunrise

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	<u>50</u>
3. Regularly updated Club’s Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u> </u>
5. Had at least 2 press releases published to promote Rotary	50	<u>50</u>
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u> </u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	<u>50</u>
8. Publish an article in a local or international newspaper or magazine	50	<u>50</u>
9 Had a media campaign to solicit membership	50	<u>50</u>
10.Reviewed all club materials and signage for Rotary brand compliance	25	<u> </u>
11.Members are encouraged to wear Rotary pins outside of meetings	25	<u> </u>
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>350</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

This year, all three clubs in Lahaina, as well as the Kihei/Wailea club hosted a West Maui Community Wellness Fair--Keiki to Kupuna, on Saturday, August 27, 2022. The event was held at Lahaina United Methodist Church, and it had a wonderful community response.

Organizations such as Kaunoa Senior Center, Imua Family Services, Red Cross of Maui, UHMC Dental Program, and West Maui Chiropractic participated. The event featured all-day entertainment by George Kahumoku, Jr. and his students and the Lahainaluna High School Band. Dee’s Poi Mochi and Joy’s Onolicious Grindz provided tasty refreshments. The event was very popular, advertised and reported in The Maui News. <https://www.mauinews.com/news/local-news/2022/08/raising-health-awareness/>

Participants and vendors all had a wonderful time and would love to have the event every year. We garnered interest for Rotary clubs in Lahaina, and we plan to make this a yearly event.



**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Pearl Harbor

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	<u>50</u>
2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	<u>50</u>
3. Regularly updated Club's Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u>25</u>
5. Had at least 2 press releases published to promote Rotary	50	<u> </u>
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	<u> </u>
8. Publish an article in a local or international newspaper or magazine	50	<u> </u>
9 Had a media campaign to solicit membership	50	<u> </u>
10. Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11. Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>250</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

Created a new website <https://pearlharborrotary.org/>

which is Brand Compliant and much better than the old one.

Maintained the club Facebook page as a link from the website



**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Upcountry Maui

Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention: (type in earned points)

1. Has an active Public Image Committee	50	_____
2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop	50	_____
3. Regularly updated Club's Website and/or Facebook Page	25	<u>25</u>
4. Published a club newsletter at least once a month	25	<u>25</u>
5. Had at least 2 press releases published to promote Rotary	50	<u>50</u>
6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign	25	<u>25</u>
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	<u>200</u>
8. Publish an article in a local or international newspaper or magazine	50	<u>50</u>
9. Had a media campaign to solicit membership	50	_____
10. Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
11. Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)		____<u>450</u>

What was the most successful Public Image campaign completed? (1000 characters or less)

The campaign we ran promoting our Rotary Helping Women golf tournament was covered throughout social media, newspapers, radio, and news websites. Promotions on our club website and the event website were also run. After the tournament we ran a community "thank you" ad via social media and newspapers, thanking Maui for a record-breaking successful fundraiser.