

Rotary District 6420

GOVERNOR'S PUBLIC IMAGE AWARD CONTEST

The District 6420 Governor's Public Image Award is presented to the Rotary Clubs in District 6420, in recognition of their overall efforts to raise the visibility of their own club's activities, and the goals and projects of Rotary International.

ELIGIBILITY

The Governor's Public Image Award Contest is open to all Rotary Clubs in District 6420. It will encompass each Club's public image-building efforts during the annual one-year period from March 1st through February 28th (February 29th in leap years).

Those Rotary Clubs involved in multi-club public promotions efforts will each have their contributions to that overall campaign judged separately.

Efforts carried out by, or on behalf, of District 6420 are not eligible for consideration.

CRITERIA

The Contest will feature an examination of all materials submitted by an individual Rotary Club in support of its public image-building efforts, in each of five areas of interest:

1. **PRINT:** Including, but not limited to, all newspaper articles, press releases, photos, publications, advertising and brochures.
2. **BROADCAST:** Including, but not limited to, all over-the-air TV, cable TV and radio broadcasts, interviews and event announcements, including those which promote individual Rotary Club projects, and those which incorporate official Rotary International public service announcements.
3. **WEBSITE & INTERNET TECHNOLOGY:** Including, but not limited to, usage of each Rotary Club's official website, as well as all existing and developing internet- and cellular-based communications platforms.
4. **NEWSLETTER:** Including publication and content of each Rotary Club's official newsletter or bulletin, via print or electronic means.
5. **PUBLIC VISIBILITY:** Including, but not limited to, promotion of Rotary at all public events involving a Rotary Club. Also applies to all outdoor advertising. This does NOT apply to use of the Rotary name on permanent structures or fixed objects erected *prior to* the year which is being considered.

SUBMISSIONS

Each Rotary Club choosing to take part in the contest must submit an information packet, containing the following:

1. A standard application form, with identification and contact information;
2. A summary of their Public Image plan for the preceding year, and the steps the Rotary Club followed to implement it;
3. Two to four sample copies of their official Club Newsletter;

4. Copies of any and all newspaper articles, photos, publications or other materials which helped to further their club's Public Image plan;
5. Addresses for all internet- and cellular-based platforms
6. And any other such materials that the Rotary Club used or saw published, which helped to further their Club's public image.

Clubs must submit these items in hard-copy form; no electronic submissions will be accepted.

This information packet must not exceed 20 pages in length (newsletter copies will not count towards that total).

DEADLINES

An official Call for Entries must be issued by the Public Image Committee during the month of January, via publication in the District Newsletter.

All entries must be submitted to the District 6420 Public Image Committee, by a deadline to be determined each year. This deadline must fall on or shortly after the date of the annual Presidents Elect Training Seminar (PETS).

JUDGING OF ENTRIES

Judging will be conducted by panels consisting of members of the District 6420 Public Image Committee, and all District Officers.

Judging will take place in a central location, on a date which must fall between the PETS Seminar and the District Conference.

(The on-line portions of the judging process will be handled by individual judges at their leisure, accessing the necessary materials via their own computers prior to the judging meeting.)

All submissions will be assigned to one of three divisions:

SMALL DIVISION - for clubs with 25 members or less

MEDIUM DIVISION - for clubs with 26 to 50 members

LARGE DIVISION - for clubs with 51 members or more

Judges will be divided into three-member panels for each division; judges may serve on more than one panel, but not the one judging their own Rotary Club or its division.

Judges will examine the materials submitted, and score each on the following scale:

PRINT - 20 points

BROADCAST - 20 points

WEBSITE & INTERNET TECHNOLOGY - 20 points

NEWSLETTER - 20 points

PUBLIC VISIBILITY - 20 points

USE OF ROTARY INTERNATIONAL LOGO & MARKS

Rotary Clubs should consult the official Rotary International Style Guide, for rules on proper

display and use of Rotary logos and marks.

Any entry which improperly uses the Rotary International logo or marks will receive a **mandatory 5-point deduction** from the overall score.

FINAL TALLY & AWARDS

After all materials are reviewed, individual judges' scores will be tallied. Each judge's score will be averaged together to create the final score. (Any deduction for improper use of the Rotary International logo will be assessed at this time.)

The Rotary Club which receives the highest overall score in their division will be declared the winner; only **one** prize will be awarded in each division.

In the event of a tie, a direct vote of the full Public Image Committee will be conducted to determine a victor.

Winners will be publicly announced during the District 6420 Conference.

PRIZES

The winning club in each division will receive a traveling trophy; it shall remain in their care for one year, until the following year's District Conference. Each trophy will officially remain the property of Rotary District 6420.

Each winning club will also receive a banner patch or other equivalent item, to keep and display on a permanent basis.

2011-2012 GOVERNOR'S PUBLIC IMAGE AWARD
Deadline to Apply: March 30th, 2012

Rotary Club (name/city) _____

Public Relations Chair or Contact: _____

Address: _____ City: _____ Zip: _____

E-mail: _____ Phone: _____

Number of Members in Club (as of July 1st, 2011): _____

Please include the following with your submission:

- A summary of your Rotary Club's Public Image plan for this year, and the steps taken to carry it out
- Two to four copies of your official Club Newsletter
- Copies of any and all newspaper articles, photos or publications
- Addresses for internet- and cellular-based information platforms
- Any other materials the Rotary Club used, or saw published, which helped to further its public image

Submissions must not exceed 20 pages (excluding newsletters)

Hard copy entries only – no e-mail submissions will be accepted

Send completed application and materials to:

Holly Sparkman
1600 18th Avenue
Rock Island, IL 61201

Complete rules available at District 6420 website:
www.rotary6420.org