****

**2017 Nomination Form** - **Rotary Public Image** **Award**

Awarded to the District or Club(s) with the best promotion of Rotary’s Public Image. Districts and clubs may submit multiple nominations. Clubs submissions may be individually, or as part of a multi-club promotion/activity.

There will be two Awards for each of Zone 24 and Zone 32. Submissions must be received on or before September 15, 2017 by email to RPICs Sean Hogan (Z24 West – *shogan@buckleyhogan.com*), Carrie Jones (Z24 East - *carriejonesbooks@gmail.com*) and/or **Dan Ceglia (Z32 - *dceglia.sbmg@verizon.net*).**

Name of Rotary District or Club(s): Rotary Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_District \_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe how your District and/or Club(s) promoted the “Rotary Story” - see next page for suggested criteria. You may make submissions on a separate document and may want to include pictures or links for supporting material.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Some Criteria for Public Image Award Consideration:**

Describe how your District or a Club in your District promoted the “Rotary Story” (Club, District and International) through the use of all aspects of promotion, including traditional media (newspapers, radio, TV), social media (website, Facebook, Twitter etc), community events, or any other method.

In submitting your nomination, provide information and examples of specific public image promotions, events or campaigns.

Items that you may wish to address include:

Did you use a variety of promotional methods?

Do you have a marketing or promotion plan?

Did you identify your target market(s) - members, specific audience, general public

Was the content current and relevant?

Does the content contain District and International information as well as local?

Did you promote the Four Way test, Six Areas of Focus and Code of Conduct?

Did you include Club meeting and other contact information?

Did you make use of Rotary International PR resources (stories, videos, pictures)?

Were you able to measure the outcome?

What was the outcome?

Did you promote community projects or events?

Did you promote international projects or events?

Describe whether the promotions were limited or ongoing?

If ongoing, did you update the content regularly?