

2008 - 2009

District 6400 The Frank Devlyn Exemplary Public Relations Award



About The Award

As a means of perpetuating Past President Frank Devlyn's 2000-2001 theme "Create Awareness, Take Action" an annual District 6400 award was introduced in 2001. This award recognizes and pays tribute to exemplary on-going public relations efforts of a Rotary club. This award is presented at district conference to a club that has demonstrated a proactive approach to generating positive public relations for its efforts and for Rotary at large.

Telling the Rotary story is a challenge facing all our clubs and this award has been developed to encourage clubs to reach out to their communities and create awareness of who we are and what Rotary does. In creating awareness we also identify needs in our communities and throughout the world. This serves to inspire Rotarians and non-Rotarians to seek solutions and to take action. By uniting awareness and action, Rotarians ensure that critical needs in our clubs, our communities and our world are identified and addressed.

Eligibility

Rotary clubs within District 6400 are eligible for this award. Submissions must pertain to public relations efforts that have taken place during the 2008-2009 Rotary year.

Judges

Submissions for this award will be judged by a panel of non-Rotarian public relations professionals. This award will be presented to a club with the best **overall public relations efforts** on behalf of Rotary. Judges will evaluate submissions based on evidence of a planned approach to communicating the Rotary story.

Specifically they will look for well thought out goals and objectives, carefully expressed messages and the utilization of a variety of media and tactics to transmit your messages.

As well, judges are interested in seeing evidence of your success in relation to your goals. For example, you may wish to showcase the coverage you received in the media (i.e. news clippings/video or sound clips), increased attendance figures at events or activities, the number of new members attracted to your club, etc. Innovation and unique approaches to telling the Rotary story will be rewarded.

Award Presentation

Winners will receive a special recognition at the district conference. The award will be presented in conjunction with other awards such as the Hugh Archer and Dick Hedke annual awards.

The winning club will receive a distinctive travel trophy, which will remain with that club for a one year period. This trophy shall be returned for presentation at the conference of the following year.

Work Plan Must Accompany Award Submissions

Applications for this award must include a work plan. Your submission must provide a summary (maximum of 4 - 8.5 X 11" pages) of your public relations/promotion efforts for the year.

In this summary please identify:

- **The goals/objectives you set** - What did you set out to accomplish through your promotion efforts? (i.e. sell more tickets, raise awareness, attract new members, etc.)
- **The audience you set out to reach** - Who were the targets for your messages? (i.e. students, potential Rotary members, civic/business leaders, the community at large etc.)
- **The key messages you wished to convey** - What did you want people to know about your efforts?
- **The tactics and devices used to transmit those messages** - What did you do to tell your story? (i.e. news release, interview in the media/advertisements in the media -TV, radio, newspaper, a presentation to an organization, club or school, etc...)
- **Evaluation of success in relation to your original goals** - What did you accomplish? Did you receive coverage from the media? Were you able to sell more tickets?

As well please include print clippings, video and/or audio clips of interviews obtained as a result of your public relations efforts.

Need Help with Your Submission?

If you have questions or need some assistance/guidance with the preparation of your submission, you may contact the co-Public Relations Chairs listed below.

Deadline for Submissions

Entries must be received by **April 3, 2009**. Submit applications for this award to:

Cheri Helms (US)
22415 Kinyon
Taylor, MI 48180
(313) 350-1061
email: cjhelms@mac.com

Danielle Breault Stuebing (Canada)
765 Westwood Drive
SS6 Belle River, ON Canada N0R 1A0
(519) 728-1413
daniellebreault@cogeco.ca

Please note: Submissions will be returned and available for pick up only at the District Conference. Any entries not retrieved at that time will not be returned. Please do not send irreplaceable material.

District 6400
The Frank Devlyn Exemplary
Public Relations Award
Application Form 2008 - 2009

Name of Club: _____

Name of Entrant: _____ Phone: _____

Fax: _____ E-mail: _____

Name of Club's Public Relations Contact: _____

Public Relations Contact's phone _____ E-mail: _____

Number of Club Members: _____

Population of the Community in which your club is located: _____

Please identify the type of media outlets you have available in your community:

1. TV Station(s): *Which? Please specify:* _____
2. CABLE TV Station(s): *Which? Please specify:* _____
3. Radio Station(s): *Which? Please specify:* _____
4. Daily newspaper *Which? Please specify:* _____
5. Weekly Newspaper: *Which? Please specify:* _____
6. Local Magazine Publications: *Which? Please specify:* _____
7. Outdoor advertisements *i.e. billboards Please specify:* _____
8. Other Media: *Please specify:* _____

This award recognizes clubs who have excelled in creating awareness through multiple programs, projects and initiatives. It's an award for cumulative public relations efforts. Please list all of the projects/initiatives your club has promoted as your contribution to telling the Rotary story in the 2008-2009. To be considered for this award you must identify a minimum of two:

Name of event/activity/program/project:

Dates of Implementation:

Please attach a copy of your work plans to this application.