

Governor's Public Image Awards Rules

Competition will be in Small, Medium and Large Clubs— Three awards given.

Points will be given in each of the following categories based on:

Appearance --up to 30 pts,

Creative --up to 20 pts,

How well it promotes Rotary --up to 40 pts, and

Quantity (number of posts Social Media, newsletters, events,) --up to 10 pts.

Points **will be deducted** for improper use of Rotary logo or absence of Rotary identity (signs, tee shirts, banners, etc)

Media—Clubs do not have to compete in every medium. However, most points wins

Website-- appearance, easy to navigate, proper Rotary theme, informative, easy to read, current, photos and/or videos (2 minutes or less) of grants

Newsletters, bulletin or PowerPoint-- appearance, proper Rotary theme, informative, easy to read

Social Media-- (Facebook, Instagram and Twitter) provide screen shots for judging

PR—Newspaper, radio, TV—provide newspaper tear sheets, recordings and video clips

Events—community events, Rotary events

Video of events—judged on how well Rotary is promoted

Paid media—Newspaper, TV, Radio, Billboards, FaceBook, Google

Awards— Certificate, Patches for Club banner and shirt for PI Chair

Judging—Judging done by the Public Image Committee

DEADLINE

Entry must be submitted by June 30, 2023

Send Entrys to: Ken Gasque, District Public Image Chair, ken@gasque.com
3915 Leaphart Road, West Columbia, SC 29169