



## District 42 Public Relations of the Year

**Name of Candidate:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Club Name:** \_\_\_\_\_ **Club #:** \_\_\_\_\_  
**Division:** \_\_\_\_\_ **Area #:** \_\_\_\_\_

### A. Creativity

Please use appropriate rating for each item

Rating	Always—3	Usually—2	Needs Work—1
Points	Excellent—3	Good—2	Fair—1

1. Visual Presentation—attractive, easy-to-read/understand
2. Production Values—high standard, consistent with Toastmaster International branding
3. Content—clear, acceptable standards of sentence structure, spelling, grammar
4. Humour and articles in good taste, devoid of inappropriate language


### B. Content

1. Indicates club name, meeting location, and contact information
2. Embraces Toastmasters' ideals, benefits, and opportunities
3. Reflects club character/identity
4. Promotes Toastmasters International Communication and Leadership programs
5. Promotes the Distinguished Club Program
6. Stimulates interest in current/future programs and events in the club and beyond
7. Recognizes member accomplishments
8. Encourages specific action (contact, attend a meeting, etc.)
9. Website is listed on Toastmasters International site
10. Content of all media is timely and accurate


### C. Media

1. Website
2. Newsletter
3. Poster/ Brochure/Flyer/Mailer
4. Displays
5. Social Media (Facebook, Twitter, etc.)
6. Published Articles in local papers/Newspaper Ad


<b>Section A</b>	<b>Section B</b>	<b>Section C</b>	<b>TOTAL Points</b>
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Provide a one-page summary as to why the candidate deserves this recognition:

Submitted by: \_\_\_\_\_