

# MD 202 - RON ROWE AWARD

## Public Relations & Communication

### PURPOSE:

1. To recognise excellence, innovation and effectiveness in communications and public relations
2. To encourage clubs to use a range of mediums to communicate with their members
3. To encourage clubs to use a range of mediums to enhance public awareness and the reputation of Lions in the wider community

### RULES:

1. Please submit the generic MD202 Award entry form with your entry.
2. In an email of up to 500 words describe how the Club communicates with its members and promotes itself to the public.
3. Submit two copies (different months from the preceding fiscal year) of the Club's bulletin.
4. Club website or e-Clubhouse – submit screen shots of up to 3 pages from the Club's website.
5. Social Media – submit screen shots of up to 3 pages from the Club's social media page.
6. Submit evidence to demonstrate how the Club has used other forms of advertising or media e.g. tear drop flags, posters, newspaper articles.
7. There is a two year stand down period for the MD winner to encourage other Clubs to apply.

### CRITERIA

1. Entry description = 5 points
2. Club bulletins = 10 points  
(layout - including masthead, appearance, illustrations, originality)  
(content - including editorial, reports, completed projects, future projects, Club news, coming events, humour)
3. Club website or e-Clubhouse = 10 points
4. Club Social Media page = 10 points
5. Other forms of communication or publicity = 10 points
6. Club has a Marketing Communications Chairperson = 5 points