**DISTRICT 123**

**Publicist of the Year Award**

The recipient would excel and be recognized for publicity efforts promoting Toastmasters activities throughout the year, assisting the District in achieving its mission.

Excelled as a brand advocate, crafting sound bites, writing press releases, pitching the media, and securing positive media coverage.

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Club Number: \_\_\_\_\_\_\_\_\_\_\_\_ Club Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Eligibility**

Must be a District 123 Toastmasters member. Members may be nominated or self-nominated.

The submission must include copies of media releases, published articles or details of TV, radio spots, blogs, newsletters, Meetup posts, and municipal proclamations of Toastmasters "day, week, month".

**Criteria**

The following will be considered: articles, collection of articles or summaries of electronic media interviews/publicity (radio, blogs, TV, Internet) or other publicity efforts such as bulletin board postings, participation in community events, newsletters, website posts, Meetup posts and management that have had an impact on the Toastmasters programme. If there was success/response to the Public Relations activity, include the evidence e.g. follow-up calls, letters, emails, and additional PR articles. Include the impact of the PR used, e.g. circulation, media audience reached, its ability to attract new Toastmasters members.

Was the member a presenter at a TLI or other workshop event showcasing VP Public Relations training or Public Relations training?

**Summary**

While the Selection Committee considers the number of points earned during the year, additional factors such as exemplifying the Toastmasters values of Integrity, Respect, Service, and Excellence, are taken into consideration and play a major role in the decision.

**Qualifications and Points**

For every major accomplishment in Public Relations 5 points

Must have proof included.

Submissions should be directed no later than October 15 to the attention of otya@toastmasters123.org.

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|  | Was the member a presenter at a TLI or other workshop event showcasing VP Public Relations training or Public Relations training. |  |  |  |
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| Summary: | | | | |
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| While the Selection Committee considers the number of points earned during the year, additional factors such as exemplifying the Toastmaster values of Integrity, Respect, Service, and Excellence, are taken into consideration and play a major role in the decision. | | | | |
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| **QUALIFICATIONS** | **CRITERIA** | **QUANTITY  (Level or Each Registered or  Documented Activity)** | **POINTS  PER CRITERIA** | **SCORE** |
|  |  |  |  |  |
| Major Accomplishments in PR | 5 points each |  |  |  |
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| **TOTAL SCORE** |  |  |  | **0** |
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| Further relevant details regarding the nomination may be included in a separate document. | |  |  |  |
| Submissions should be directed no later than **OCTOBER 15** | |  |  |  |
| To the Attention of **otya@toastmasters123.org** |  |  |  |  |