

District One Altrusa International Inc.
2008 Publicity and Public Relations Award

Club Name: _____

Submitted by: _____

Date Submitted: _____

Please answer the following questions as briefly, but as completely, as possible. If additional space is needed, you may attach a separate answer sheet.

Please note that only clippings and articles dated March 1, 2007 to March 1, 2008 will be accepted for judging.

1. Does your club use Public Service Announcements (PSA's)? Yes___ No___
If yes, where? Radio___ Television___ Other_____ Total_____
Score 5 points for a Yes and an additional 1 point for each media form.

2. Does your club use weekly club/activities columns in local
Newspapers? Yes___ No___ If yes how many newspapers? _____ Total_____
Score 5 points for a Yes and an additional point for each newspaper used.

3. Does your club publicize fundraising events? Yes___ No___
How far in advance and by what means _____ Total_____
Score 5 points for a Yes.

4. Does your club have a public relations/publicity budget? Yes___ No___ Total_____
Score 5 points for a Yes.

5. Does your club get free press in local papers, cable TV, radio? Yes___ No___
If yes, how do you do it? _____ Total_____
Score 5 points for a Yes.

6. Does your club have a copy of the Altrusa Marketing Plan? Yes___ No___ Total_____
Score 5 points for a Yes.

7. Do your officers and board get publicity when they are elected? Yes___ No___
How? Radio___ TV___ Newspapers___ Photos___ None___ Total_____
Score 5 points for a Yes ad 1 point for every type of media used.

8. Does your club have Altrusa name pins/tags for each member? Yes___ No___
Score 5 points for a Yes. Total_____

9. Does your club have a copy of the Altrusa International Promotional Video?
Yes___ No___ . If yes, have you used it on local TV? Explain. _____
Score 5 points for a Yes and 5 points if it has appeared on the local TV station. Total_____

10. Do your local members wear their Altrusa membership pins when engaged
in community service activities? Often___ Occasionally___ Seldom___ Never___
Score 5 points for often, 2 points for occasionally, 1 point for seldom and 0 for never. Total_____

11. Does your club sponsor a community activity or contest (literary event,
Scholarship, etc.) Yes___ No___ . If yes explain.
Score 5 points for a Yes. Total_____

12. Does your club have a Publicity/Public Realties Chair? Yes___ No___
Score 5 points for a Yes. Total_____

13. Does your club have a pamphlet or brochure in which you publicize Altrusa
aims and ideals, your service projects and fundraisers, and perhaps the name of
a contact person or phone number that a prospective member may use?
Yes___ No___
Score 5 points for a Yes. Total_____

14. What do you consider most important in building the Altrusa image?
Add 10 points to your score if this question was answered. Total_____

Total all points for questions 1 through 14. Total Points Scored_____

Please enclose your articles, news clippings, scrapbook or other display of your 2007-2008 publicity. Scrapbooks and prepared folders with photos, clippings, etc. will be returned to your club after they have been displayed at Spring Conference.

NOTE: Your entry must be postmarked by March 15, 2008



“Publicity Hound”