**PR and Communications Awards 2019**

The 2019 Public Relations and Communications Awards have been structured to seek nominations of public relations and communications best practice against the current biennial District 23 Strategic Goals 2018-2020.

In addition the Awards are retaining two familiar categories for Club newsletters and use of social media.

District 23 Strategic Goals 2018 – 2020 have been derived from Zonta International’s three strategic goals, being:

1. **We maximise our impact through service and advocacy initiatives and educational programs that empower women and girls.**
2. **We strengthen our resources to support our mission.**
3. **We enhance our profile around the world through our centennial anniversary activities.**

**AWARD CATEGORIES**

**There are 5 Award categories**

**Categories 1 – 3 are key actions taken directly from the above District’s Strategic Goals.**

**Categories 4 – 5 are for examples of Club newsletters and social media.**

**Awards will be judged on the best use of PR and Communication tools used to achieve Service and Advocacy, Membership and Centennial Anniversary Celebrations and the best Club newsletter and the Club use of social media which highlight the value of Zonta’s work, more generally.**

**CATEGORY 1**

District 23 Actions – **Service and Advocacy**

SG Action: The Zonta Says No to Violence Against Women initiative is further developed to achieve local and national governmental commitment.

**Entries will need to focus on:** Club service and / advocacy activity at any level that has continued to progress the ZSN to Violence initiative.

SG Action: District 23 reports new collaboration with two like-minded organisations to enhance our effectiveness in empowering women and girls.

**Entries will need to focus on:** Club collaboration with at least one new like-minded organization.

**CATEGORY 2**

District 23 Actions - **Membership**

SG Action: D23 encourages Clubs to enhance fellowship and mutual support of existing members, and to seek out new members who are motivated to join a global movement for women’s rights.

**Entries will need to focus on:** Targeting young people under thirty years as new members.

District 23 Actions - **Operations**

SG Action: D23 implements measures to enhance the effectiveness and efficiency of District operations by employing best practice financial management, communication strategies and strategic management.

**Entries will need to focus on:** Club strategic planning with specific actions relating to PR and Communication for the Club and its activities.

**CATEGORY 3**

District 23 Actions – **Centennial Anniversary Activities**

SG Action: District 23 and clubs report on actions that increase Zonta’s visibility to more effectively empower women.

**Entries will need to focus on**: Centennial promotion either for a Centennial specific event or Centennial history

**CATEGORY 4**

**Social Media, Facebook, Twitter and / Instagram or other**

**Entries will need to focus on:** Use of a social media platform as above or other social media platforms, the posting of which specifically focuses on the role and activities of Zonta at a Club, District or International level.

**CATEGORY 5**

**Club Newsletter**

**Entries will need to focus on:** A Club newsletter edition that has an article (s) promoting Zonta and it’s role in reducing violence affecting women and girls at a Club, District or International level.

**PR and Communications Awards 2019**

**AWARD ENTRY GUIDELINES**

1. Entrants must demonstrate the use of the following materials that have promoted the role of their Club in working towards achieving any of the above CATEGORIES by providing entries that are either:
* Newsletters
* Fliers
* Brochures
* Videos
* Website postings
* Social media postings
* Posters and / banners
* Media coverage including radio or TV interviews/podcasts, articles
* Event program content
1. Closing Date: 15 July 2019. Entries to cover the two-year period from 1 July 2017 to 30 June 2019.
2. One entry only per club in each category. Clubs can enter one or more categories.
3. Entries for each category are to be emailed in PowerPoint® or PDF format including the Zonta club logo. No hard copy entries will be accepted.
4. A description for each category entered should be included in the email which must contain the Category number and an entry description of no more than 100 words. The Award Entry Cover Sheet must be attached to the entry email along with the entry.
5. Email your entry to: Pru Blackwell, District 23 PR and Communications Chairman pablackw@ozemail.com
6. Based on the entries received, the judges will make a special award – “Public Relations Award for Excellence” to the club which has demonstrated the most concerted and overall professional approach to their public relations effort.
7. Contact for queries: District 23 PR Chairman.

**AWARD ENTRY COVER SHEET**

##### ZONTA CLUB OF ……………………………………………………….

Contact Person: …………………………………………………………

 (please print)

Telephone:…………………… Email: ……………………………………………………....

###### CATEGORIES ENTERED

(indicate by ticking box)

**Category 1 – Service and Advocacy**

* Newsletters □
* Fliers □
* Brochures □
* Website postings □
* Videos □
* Social media postings □
* Posters and / banners □
* Media coverage including radio or TV interviews/podcasts, articles □
* Event program content □

 **Category 2 –Membership**

* Newsletters □
* Fliers □
* Brochures □
* Website postings □
* Videos □
* Social media postings □
* Posters and / banners □
* Media coverage including radio or TV interviews/podcasts, articles □
* Event program content □

 **Category 3 – Centennial Anniversary Activities**

* Newsletters □
* Fliers □
* Brochures □
* Website postings □
* Videos □
* Social media postings □
* Posters and / banners □
* Media coverage including radio or TV interviews/podcasts, articles □
* Event program content

 **Category 4 - Social media** □

 **Category 5 – Newsletter** □