



Public Relations Awards

2014-2015 Report Form
for State Federations

Due: June 30, 2015

NATIONAL FEDERATION OF REPUBLICAN WOMEN

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There's a
place for you
at our table.

Public Relations Award for State Federations

Note: Submissions may be from a State Federation or from a Local Club chosen by a State Federation as exceptional representation of Public Relations in their State.

Deadline: Public Relations Award entries must be postmarked by June 30, 2015.

The National Federation of Republican Women must have a strong, viable presence at the local, state, and national levels. This is achieved through outstanding public relations by our membership. The Public Relations Award is designed to motivate State Federations and to honor them for their dedicated efforts in improving Federation visibility and attracting media coverage of Federation accomplishments. Submitting your state for this award creates a wonderful opportunity for your members to receive the recognition they deserve!

How to Submit your State for the Public Relations Award:

1. **Format:** Submit a detailed report in scrapbook or electronic format of your State Federation's public relations activities. (Note: This award is only for State Federations, not local clubs).
2. **Items:** Please include media releases, news clippings, web page information, state newsletter, and any other examples of how your State Federation communicates with the media, local clubs, elected Republican officials, county and state party committees, and local community groups. If you have produced a video, please provide the link (YouTube address, or the like) and/or include a CD or thumb drive with videos, songs, etc., you have created and how those were launched (via web site, email, Facebook, YouTube, Pinterest, and more).
3. **Directions for Submission:** Mark your entry with the name of your State Federation; name, address, and phone numbers of your state president; and name and contact information of person making the submission, if not the president.

All entries will be returned to State Presidents at the NFRW's 38th Biennial Convention in Phoenix, AZ.

Examples of Public Relations Initiatives:

1. Improving communication tools, i.e. Federation web site with upcoming events, state newsletter, press releases, updates to membership via e-mail or mail, YouTube, Facebook, Twitter, LinkedIn, Pinterest, Instagram, etc.
2. Hosting a candidate debate or forum, either as an event or electronically-scheduled opportunity.
3. Having a well-publicized political program.
4. Producing promotional materials for membership — printed (i.e., membership brochure, promotional items), video, and internet.
5. Providing a workshop on public relations and/or how to interact with media.
6. Media appearances by state president or other members.
7. Building coalitions with other political groups, i.e. TARs, Young Republicans, College Republicans, or state/county party.

8. Providing opportunities to showcase the Federation's leadership and elected Republican women.
9. State has a PR chair, has a list of media contacts, and a PR theme.

Judging Criteria:

This year's trophy will be presented to the state with the most cumulative points from the four divisions listed below. Each division is worth 25 points, for a total of 100 points. There will be one winner for each division, and that state will receive a certificate of acknowledgment. The state receiving the most overall points will receive the trophy at the NFRW convention in September.

DIVISION 1: Earned media—articles, news stories

DIVISION 2: Paid media—paid advertisement via radio, television or newspaper/glossy magazines or social media, i.e. Facebook campaigns

DIVISION 3: Candidate support—PR by state federation on behalf of a specific candidate or slate of candidates

DIVISION 4: Club Outreach—newsletters, websites, social media, etc.

Submit Materials to:

Send hard copy submissions (ie., newsletters and scrapbooks) to:

Lisa James
Gordon James Public Relations Firm
4715 N. 32nd St.
Phoenix, AZ 85018

Send electronic submissions (ie., links to news articles, websites and Facebook ads) to:

Lisa James at lajames68@aol.com