

# MASS MEDIA MATCHING FUNDS APPLICATION being accepted!



Rotarians just love program paperwork...  
BUT the PR committee is operating on  
the 'KISS' principle. We know this simple  
APPLICATION is going to upset a lot of  
people...SORRY about that!

## MASS MEDIA 'MATCHING FUND' APPLICATION\* District 5300

\*We tried to keep the application simple—**Simple does not necessarily mean brief!** Be as specific as possible...complete club(s) name, complete newspaper /radio station name—not 'newspaper' or local radio; general content means give us enough information about the copy, graphics and objective that we can somewhat visualize the ad; Draft ad copy and graphics useful BUT not mandatory; Club(s) applying:

Media to be used:

Date(s) add will run:

Size of ad:

Total Cost:

Estimated number in audience/viewers:

What is your objective?

What results do you expect?:

Complete contact information for the representative we contact with questions:

Club(s) President(s) signature here **[REQUIRED for consideration]** verifies your club has/will budget funds to guarantee payment of your fair share as finally determined.

President:  
Club:  
President  
Club  
President

President:  
Club:  
President:  
Club:  
President  
Club:

### RETURN COMPLETED APPLICATION TO:

Rotary District 5300  
Attn: PR Resource Committee/Matching Grant  
1963 S. Myrtle  
Monrovia, CA 91016

OR

E-mail to [tuitman@earthlink.net](mailto:tuitman@earthlink.net) Note: This is NOT the District office.  
Fax: 775-898-3875 Note: This is NOT the District office.

# MASS MEDIA MATCHING FUND GRANT GUIDELINES

Effective: 8/1/02

**Purpose:** To encourage local Rotary clubs, Regions and all others to initiate cooperative community exposure throughout District 5300 to enhance the Rotary image and generally increase community awareness of Rotary.

**Vehicle:** The Mass Media Matching Fund Grants act as an encouragement to create cooperation on the local/regional level where the District's share of funding reduces as the number of participants increases.

**Maximum Individual Grant:** The maximum grant at one time to one club or region will be \$500.00.

## **Matching Formula:**

Placement by District PR Resource Committee without local participation will be paid 100% from the PR budget.

Individual club participating , 25% of total cost - District Grant 75% of total cost

3 clubs participating, 50% of total cost – District Grant 50% of total cost

5 clubs participating from one or more regions, 75% of total cost split equally or as determined by participating clubs or regions—District Grant 25% of total cost

**Media Included:** Outdoor Billboards, Transportation shelter, Community Mall or Commercial Center kiosks, Transportation display cards, Minimum full page display ad in print media with circulation covering one or more clubs membership/marketing areas; local cable TV & radio with coverage in one or more clubs membership/marketing areas.

Submit other media outlets to District 5300 PR Resource committee for consideration.

**Application/Approval:** The program becomes effective August 1, 2002 and may be closed at anytime due to fund availability or if other circumstances dictate. The initial round of applications will be accepted through Friday, August 30th, 5:00 p.m.

**The application information** will be sufficient to identify the participants, the media, dates of exposure, estimated population exposure, general content, graphics when available, total cost, club(s) committed to fund the project. Participating club(s) Presidents are required to sign the application Signifying their club has or will budget sufficient funds to underwrite their fair share.

## **Applications will be sent to:**

Rotary District 5300  
ATTN: PR Resource Committee/Matching Grant  
1963 S. Myrtle  
Monrovia, CA 91016

**OR E-mailed to:** [tuitman@earthlink.net](mailto:tuitman@earthlink.net) **NOTE: This IS NOT the District office Email**

**OR Faxed to:** 775-898-3875 **NOTE: This IS NOT the District office fax**

**Selection of grant recipients** will be made within seven (7) days of the end of the grant application period, will be made by the District 5300 PR Resource committee members available and responding to Chairs request for a vote. In case of a deadlock vote, the District Governor, Treasurer and AG-Club Service Communications will vote to break the deadlock.

**NOTICE:** All ads, psa or other information must comply with RI policy and guidelines. If in doubt or to confirm copy and graphics are acceptable, contact the RI Public Relations dept.

E-mail [pid@rotaryintl.org](mailto:pid@rotaryintl.org)  
Public Information Department  
Rotary International  
One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201 USA — Fax: 847-866-3237