



# South Carolina Family and Community Leaders

## Publicity Award Guidelines and Score Sheet

County \_\_\_\_\_

Judge \_\_\_\_\_

The Award is available to the counties who excel in community public awareness of their organization by publicizing FCL to attract new members. This award refers to external communication. Do not include internal communication to membership.

### Award book guidelines:

#### STRUCTURE (0-35 points)

- Cover to include name of county, district and year ..... 0-2 points \_\_\_\_\_
- A front section to include name of contact person, complete address, and phone..... 0-3 points \_\_\_\_\_
- Collect and arrange securely in an appropriately sized cover..... 0-5 points \_\_\_\_\_
- Use 8 ½ x 11-inch standard size paper ..... 0-5 points \_\_\_\_\_
- Place publications on one side of the page only ..... 0-5 points \_\_\_\_\_
- Organized..... 0-3 points \_\_\_\_\_
- Neat..... 0-2 points \_\_\_\_\_
- Attach the name of the Newspaper, Brochure, Magazine, etc and the date ..... 0-5 points \_\_\_\_\_
- With colored hi-liter, highlight name of county, club, and/or members ..... 0-5 points \_\_\_\_\_

#### STORY (0-35 points)

- One page ..... 0-5 points \_\_\_\_\_
- What was your goal?..... 0-10 points \_\_\_\_\_
- What did you do to accomplish this goal? ..... 0-10 points \_\_\_\_\_
- What publications were used?..... 0-5 points \_\_\_\_\_
- How were publications used? ..... 0-5 points \_\_\_\_\_
- (example=organize activity as main event then include membership activity to solicit new members)
- (example=newspaper article publicizing FCL meeting times, places and programs)
- (example=article reporting FCL sponsored activity and include contact for joining a FCL Club)

#### PRINTED PUBLICATIONS (0-30 points)

- This section not to exceed 3 pages..... 0-5 points \_\_\_\_\_
- Should be included as referenced in story ..... 0-5 points \_\_\_\_\_
- Should include: who, what, where, when, and why..... 0-10 points \_\_\_\_\_
- Should relate to club/county/individual member activity to attract new members..... 0-10 points \_\_\_\_\_

**Total 100 points** \_\_\_\_\_

Each county may submit one Publicity Award entry (for the previous years publicity) to the District Director for judging.

Deadline to submit entry for Publicity Award to District Director is March 1. District Directors will collect all Publicity Award entries, have them judged by a non-biased committee and forward gold level winners to the Vice President for Public Relations at the June Board Meeting. District Certificates will be presented at the Fall District Meeting. Vice President for Public Relations will appoint a non-biased committee to judge gold level books. The book ranking highest score will receive a state plaque with all others to receive framed state certificates with appropriate seals presented at the State Conference.

#### Point Eligibility

**Gold – 100 - 90 points**

**Silver – 89 - 80 points**

**Bronze – 79 - 70 points**

**Honorable Mention – less than 70 points**