

Wally Burke Memorial Public Relations Award

The rules governing these awards shall be as follows as in your District 7 By-laws.

(a) There shall be a certificate awarded at District Convention a to be known as the District 7 Kinette Public Relations Award (for Kinettes) and (for Kinsmen to be known as the Wally Burke Memorial Public Relations Award.

(b) Each Club wishing to compete for this award shall submit to the District Communications Director by the first business day of the District Convention a scrapbook containing evidence of all news media coverage obtained by the club together with a summary of the overall publicity obtained by the club during the period of May 1 to April 30 inclusive, immediately prior to submission of scrapbook.

(c) The scrapbook shall contain:

I. With respect to newspaper, magazine or coverage by other printed matter, newspaper clippings, pictures or articles taken directly from publication.

II. With respect to television cable, radio coverage, a summary written by a club member containing all pertinent factual data.

III. Any other manner in which the club or its projects are recognized or made known to the community shall be reported in full.

IV. A written evaluation by the Club President of the effect of the publicity on club projects or the reputation of the club in the community.

(d) The Committee in reaching its decision shall consider the following:

I. The membership of the club;

II. The population of the community;

III. The availability of news facilities;

IV. The amount and source of the publicity;

V. The effectiveness of the publicity and other such matter as the committee deems relevant.

The judging for this award for Kinsmen shall consist of three Kinsmen members appointed by the District Executive Council, one of which shall be the District Communications Director and for Kinettes shall consist of three Kinette Judges appointed by the Executive Council, one of which shall be the District Communications Director

. *** NOTE: A written critique from the judges should be given to each club entry at Zone level and a copy to your Deputy Governor and at District level to your District Public Relations Director so they can forward them on to the Clubs along with a copy for the Governor.

PUBLIC RELATIONS SCORE SHEET

CLUB _____ ZONE _____

TALLY SHEET VALUE

- | | |
|--|----|
| 1. Cover/front page ..list Club, Zone & District | 3 |
| 2. Club Membership List enclosed | 2 |
| 3. Index of Club Events June 1st to May 30th enclosed | 5 |
| 4. Completeness of record | 5 |
| 5. List of News Facilities in the Area | 5 |
| 6. The populations of community and area, recorded | 5 |
| 7. A written evaluation of the President of your club | 5 |
| 8. Clippings from Newspapers, magazines or other coverage, containing name of media and date of advertisement | 20 |
| 9. Written summary of advertisement used for Television, cable and radio coverage including Date and name of station used. | 20 |
| 10. Other sources of advertising with sample enclosed | 10 |

SUB TOTAL 80

Attractiveness of Presentation (total 20 points)

- | | |
|--------------|----|
| (a) Neatness | 10 |
| (b) Layout | 10 |

GRAND TOTAL 100