

Resolution: District 1 Public Relations Award

Intent: to bring District 1 Awards Brochure more in line with the criteria set out by National and to give clear, concise guidelines to allow all clubs an equal footing for awards, and to amalgamate awards, where necessary so that all clubs and individuals are on a level playing field.

Whereas: submissions for the Max Westlake Public Relations Award and the Kinette Public Relations awards have been declining for a number of years, and

Whereas: many of the guidelines for the current awards are virtually identical with only minor differences,

Whereas: There are many years when one or both awards are not presented due to lack of qualifying submissions

Whereas: National awards are primarily no longer divided between Kinsmen and Kinettes, and

Whereas: moving forward all newly formed clubs will be designated Kin clubs and therefore will alter the awards submission criteria, and

Therefore be it resolved that: The Max Westlake Public Relations Award and the District 1 Kinette Public Relations Award be amalgamated and that one award be given annually, the District 1 Public Relations Award, and

Therefore be it further resolved that: the sections currently referencing the two awards be removed and replaced with the following criteria:

The District One Public Relations Award

Deadline: 30 days prior to District Convention for the year April 1 – March 31

Purpose: This award shall be presented annually at District Convention to encourage Kin to promote themselves, their clubs and the Association to their communities, locally, nationally and globally.

Management:

1. Each club wishing to compete for the award must submit to the District Awards Chair 30 days prior to District Convention, a presentation copy containing evidence of all news media coverage obtained by the club, together with a written summary of the overall publicity obtained by the club during the period of April 1st to March 31st, immediately prior to the current District Convention.
2. The presentation copy shall include:
 - a) with respect to newspaper, magazine or coverage by other printed matter; newspaper clippings, pictures or articles taken directly from the publication.
 - b) with respect to television or radio coverage, a summary written by a club member outlining all pertinent factual data. No video or audio tapes to be included.

- c) any other manner in which the club or its projects are recognized or made known to the community shall be reported in full.
- d) a written evaluation by the club president or public relations chair outlining the effect of the publicity on club projects or the reputation of the club in the community as well as:
- i) the membership of the club
 - ii) the population of the community
 - iii) the availability of various news media
3. Where zone competitions are held, the zone winners only will qualify for district judging.
4. Judging shall be done by the heading and point system as outlined (100 points):

a) Judges evaluation of PR effectiveness	30 points
b) PR Scrapbook contents; Print media pictures and articles; Written summaries of radio and TV coverage and other promotional material (as local facilities allow)	50 points
c) Existence of written planned PR program or emphasis in club	10 points
d) President's or Public Relations Chair written evaluation of PR effectiveness	10 points
GRAND TOTAL:	100 POINTS

5. Criteria for judging: The Awards Chair, in reaching a decision, shall consider the following items:
- the membership of the club
 - the existence of a written planned public relations program or emphasis in the club
 - the population of the community
 - the availability of various media
 - the amount and source of publicity
 - the effectiveness of the publicity, and
 - such other matters as the committee deems relevant

Reward: the winning club shall receive a framed certificate