

# District One Kinette Public Relations Award & Kinsmen Max Westlake Public Relations Award

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

**Rules:**

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

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:**

Recognition – a framed certificate will be awarded to the winning Kinette Club and Kinsmen Club.