

Communications Contests 2007

Club Newsletter Contest

Judging

At the Junior Membership Convention, awards will be given for outstanding publications in each of three categories: 1-4 pages, 5-8 pages and 9-14 pages.

Rules for Entering:

Deadline for entering is April 1, 2008

Send three newsletters for judging -- one copy of three different issues from the club reporting year, January 1 – December 31, 2007

Each newsletter submitted for judging can be no longer than 14 printed pages, including the cover. A double-sided piece of paper counts as two pages. A page printed on one-side counts as one page. All three issues submitted should be from the same page count category. Entries of unequal page lengths will be judged in the category of the highest page count.

Enter in one of the following categories: 1-4 pages, 5-8 pages, or 9-14 pages.

The following information must be included on the cover or the entry will be disqualified:

GFWC Club Name/ District

Membership Category (the number reported in the Federation Yearbook)

Newsletter Title/ Month and Year of issue

Optional information for the cover page:

Club logo, GFWC logo, Junior Membership logo

Names of club president and newsletter staff

Names of departments and chairmen

How Newsletters are Judged

Points are distributed for each issue based on content (information included in the newsletter) and presentation (typing, grammar, style, etc.).

Please read over rules for entering carefully!

Club Newsletter Entry Form 2007

Club Name: _____

District: _____ Number of Pages: _____

Contact Person & Telephone No. _____

Please mail entry forms by April 1, 2008 to: Tammy Levinson

JM Communications Chairman

134 Ridge Avenue

Park Ridge, New Jersey 07656

communications@jerseyjuniors.com

Golden Key Award

The purpose of the Golden Key Award is to further emphasize the NJSFWC-JM Communications Department emphasis area of “written communications.” This is an attempt to encourage club’s Public Relations Chairmen to write a well planned, complete, and interesting press release for submission to local newspapers.

This contest requires minimal effort on the part of the club chairman. Submit two copies of the three best press releases dated between January 1 – December 31, 2007. These articles must be original articles; those revised from releases written by the JM Communications Chairman are not eligible. Include with each press release one copy of the printed article that was a result of the release submitted to the newspaper. If the article was not printed, make a note to that effect. Judging will be on the merits of the original release, not on the edited version the newspaper may or may not have printed.

An editor of a community newspaper will be the Judge for the Golden Key Award. Awards will be presented for First Place, Second Place, and Third Place for each membership category as determined by the Judge. All awards will be presented at the NJSFWC - Junior Membership Convention.

Golden Key Award Entry Form 2007

Club Name: _____ District: _____

Club PR/C Chairman Name _____

Address: _____

Telephone Number: _____ Membership Category: _____

SUBMIT TO: Tammy Levinson
JM Communications Chairman
134 Ridge Avenue
Park Ridge, NJ 07656
communications@jerseyjuniors.com

Deadline is April 1, 2008

Press Book Contest

In preparing your press book, you are providing your club with an invaluable historical record for years to come. Additionally, a press book can be used by the Public Relations Chairman throughout the years by providing a guideline to the press coverage obtained for activities and events. It can also be a foundation on which to build.

PRESSBOOK RULES

- **SIZE** - there is no limit on size
- **CONTENT** - must be organized as follows
 - Cover - must display your club name. Any other information and/or artwork is optional and permitted, but will not be judged.
 - Title Page - must include club name, membership category, district and name, address, and phone number of the Public Relations/Communications Chairman.
 - Publication Page - must list all publications included in the press book and how often they are published. For example:

<u>PUBLICATION</u>	<u>PUBLISHED</u>
The Record	Daily
St. Joseph's Church Bulletin	Weekly
Tel-A-Junior	4 issues per year

- Press book Parts
 - Cover Pages for Part I and Part II should state the Part and the number of articles. (Ex: Part I - 24 Articles).
 - Part I - contains all news articles written by club members whether edited down or not. If the newspaper added information, the article belongs in Part II. If it appears in a by-lined article, it must go in Part II, even if the club member wrote the original article from which the information was obtained. If a member writes an article and is given a by-line for it, it may stay in Part I. Paid advertising appears in Part I.
 - Part II - contains all newspaper articles that mention your club name, but are not written by a club member. Photographs not accompanied by an article must mention the club name in the caption.

GENERAL INSTRUCTIONS

- Only articles submitted to a regularly scheduled publication from January 1 – December 31, 2007 can be included for judging. Articles from your own club newsletter are not permitted.
- Press books must be received by the NJSFWC-JM Communications Chairman by the April 1, 2008 deadline. Books may be given to your District Advisor to deliver at an Executive Board Meeting or mailed to the JM Communications Chairman.
- Articles must contain your club name somewhere in the article. Photographs must mention your club name in the caption unless accompanied by an article.
- If a publication prints an article you have submitted but omits to use your name, you may include the article if you include a printed correction from the same publication. Or you can substantiate the article with the inclusion of the same article printed in another publication.
- Repeat articles should be included one time in the Press book. Attach page headers (including publication name and date) for each additional time the article was printed. This should ONLY be done with articles that are identical. If the article differs or is edited down, they are two separate articles.
- Include the Page header for the page on which the article appears, including publication name and date. Page number is optional and may be handwritten or typed if the publication does not contain a page header. The information may be hand written or typed.

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- The following information must be highlighted with a highlighter pen or underlined with red ink: your club name, Juniors, Federation, NJSFWC, NJSFWC-JM, GFWC, District, etc. wherever they appear. Don't forget the headline.
- Keep articles in chronological order within each part of the press book. If the article appears several times, list it under the first date that it appeared.
- If the article is too large (extending over two or more pages), use only the first page header for the article. You may lay out the article either by cutting and pasting it in the book, or by folding it such that the headline shows as much as possible and the rest of the article is contained within that page. Or use a plastic covered album page or an envelope attached to the page itself.
- This is not a scrapbook. Do not include flyers, programs, etc. Include only articles or ads that appear in regular publications.
- Articles should be neatly clipped using scissors or an X-acto knife.
- Articles should be glued to the press book.
- When collecting articles, save the entire page on which it appears. Ask club members to collect articles in case you miss something.
- No artwork is to be used to embellish the pages in the press book.
- The press book must be entered in the right membership category for the year the book is being covered. The Chairman of Judging has the right to reassign books to different categories when deemed necessary. This will be done only to ensure sufficient entries for judging in each category.

Press Book Entry Form 2007

Club Name: _____

District: _____

Contact Person and Telephone No. _____

Please mail entry form by April 1, 2008 to: Tammy Levinson
JM Communications Chairman
134 Ridge Avenue
Park Ridge, New Jersey 07656
communications@jerseyjuniors.com

CLUB HISTORY BOOK

Club History Books are very important. This book of memories will allow future members to see what your club has accomplished in the past, year by year. So start taking pictures, writing press releases, and collecting memorabilia of the club's past year's events. Focus on projects and special moments of the past year. Then compile them in a keepsake type book. Then when your club is celebrating an anniversary, having a Federation Night, or just giving new prospective members a view of your club's activities and accomplishments use the History Book.

This new category will greatly benefit the clubs who, because of location and/or size cannot generate much media coverage, or are in an area where they must compete with larger clubs for media space.

History Books will be judged and awarded a prize at JM Convention according to the points listed below. Certificates of appreciation will be presented to all who submit a Book.

DEADLINE for submitting an entry is April 1, 2008. You are welcome to give the History Book to your District Advisor or a State Board Member to be submitted to the JM Communications Chairman at an Executive Board Meeting.

CLUB HISTORY BOOK RULES

The History Book rules for submission and judging is as follows:

- Maximum size is 15" x 15" cover with club name only
- Information typed on the first page (white 8 1/2" x 11" paper):
 - Club name, district, year, and membership category
 - Name, address, and telephone number of PR/C Chairman & Club President
- Includes articles, materials, and pictures printed between April 1st and March 31st of the succeeding year in chronological order.
- Contents to include material from newspapers, magazines, TV and radio releases, programs, place cards, nametags, club photographs of club activities, etc.
- Book contents should be attractively presented and securely assembled using both sides of each page.
- Cellophane pages may be used.
- Other:
 - All material must be neatly clipped and pasted. Clipped name of newspaper or magazine and date published to be placed above printed matter.
 - Neatly underline in RED the club name, NJSFWC, and GFWC.
 - Book to contain no more than 60 pages.
 - Entrants into the History Book competition may NOT submit a separate Press Book.
- Point Count for Judging History Books (total 100 points):

- First Page	5 points
- Diversity of Articles	10 points
- Subject Matter	15 points
- Promotion of Programs	10 points
- Editorials & Feature Stories	10 points
- Photographs	10 points
- VALIDATED Radio & TV Coverage	5 points
- Publication in other organizations' papers	5 points
- Imagination	10 points
- Appearance	20 points

Club History Book Entry Form 2007

Club Name: _____

District: _____

Contact Person and Telephone No. _____

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