

GFWC Publicity Book Contest

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CONTEST PRINCIPLES

Publicity books provide documentation of a club's media coverage and promotional materials. While a publicity book is a great way to record your club's projects, programs, and accomplishments from throughout the year, its purpose is to demonstrate your public relations outreach. It is not meant to be a scrapbook.

RECOMMENDED CONTEST IDEAS

- Appoint a publicity book chairman to compile all materials. She should coordinate with each chairman and committee to ensure she receives a copy of all promotional materials.
- Ask club members to clip newspaper articles featuring your club and members to your monthly meetings.
- Create a Google alert to capture web-based publicity.
 - Go to *www.Google.com/Alerts*.
 - In the Search Items box, type your club name.
 - In the Type Box, select "Everything."
 - In the How Often box, choose the frequency in which you would like to receive the alert (as-it happens, once a day, or once a week).
 - In the E-mail length, choose how many results you would like to receive: up to 20 results or up to 50 results.
 - Identify the e-mail address to which the alerts will be sent.
- Determine how to set-up the book (i.e., by month, program, publicity type).
- Only include photos that were published or submitted as part of a press release or press kit.

For more information on garnering media relations, review the GFWC Public Affairs Advancement Guide in the GFWC Club Manual.

JUDGING CRITERIA

Entries will be judged and award points on the following elements

- Newspaper and website articles
- Television and radio coverage
- Publicity materials, such as brochures, signs, fliers, paid advertisements, public service announcements, new member kits, membership cards, special event materials, and creative web pages
- Presentation and ease of handling

PUBLICITY BOOK CONTEST ENTRY REQUIREMENTS

- State GFWC Communications and Identity Chairmen may submit only one entry per state (the best in the state) to GFWC.
- Materials in the books should have been prepared and printed or aired between January 1, 2010, and December 31, 2010, for the 2011 entry; and between January 1, 2011, and December 31, 2011, for the 2012 entry.
- Include the name of the publication and date the article appeared on EACH clipping.
- Include all electronic media coverage. Video, audiocassettes, and CDs can be submitted, but do not put them in the book.
- Although publicity books are judged mainly on content, it is important that material is presented in an organized fashion, with articles securely fastened to pages and key information highlighted.
- Provide a one or two sentence explanation of a project or program you have publicized.
- On the front page of the book, please include the following:
 - Club name
 - Club contact information
 - Number of club members
 - City in which club is located along with population figures
 - Media outlets (*i.e.*, radio, television, newspaper) to which press release was sent.
- Print the name of your club and the contest year on the outside cover of the book.
- Entries should be in a lightweight, 8.5 x 11 inch binder or cover. Points may be deducted if the book is oversized and/or difficult to handle.
- All materials should be placed in one book. Multiple books will not be considered.
- Enclose a self-addressed stamped package of the necessary size with appropriate postage to ensure the return of the publicity book.
- Only those entries that include a self-addressed stamped envelope will be returned.

- Club entries must be sent via postal mail, postmarked no later than March 15 in the year in which they will be judged, to the respective state GFWC Communications and Identity Chairman.
- Winning state entries must be sent via postal mail, postmarked no later than April 1 in the year in which they will be judged, to Publicity Book Contest, GFWC, 1734 N Street NW, Washington, DC 20036-2990. Include a cover letter stating that the book is the first place state winner. When submitting the winning book to GFWC, each state GFWC Communication and Identity Chairman should include a note detailing the number of entries she received from the clubs in her state.

AWARDS

GFWC awards a total of \$325 to national winners of the GFWC Publicity Book Contest.

First Place	\$150
Second Place	\$100
Third Place	\$75
Honorable Mention	Certificates

Winning books will be displayed at the GFWC Annual International Convention (June 2011, and June 2012).