

# CHAPTER PUBLICITY AWARD

## **GENERAL CONTEST RULES:**

The local chapter will document the year's public relations activities that are designed to promote membership, class enrollment, career and technical education and community awareness of SkillsUSA. The documentation should be included in an official SkillsUSA notebook. The judging of the entries will be based solely on the information presented in the notebook. Chapter publicity of all forms from the date of the last state conference until the date of the current state conference will be eligible for entry in the notebook. Publicity materials include but are not limited to the following:

- Local newspaper articles
- School newspaper articles
- SkillsUSA Georgia website
- Champions magazine articles
- Radio –with verification letter from station indicating the dates the promotions aired
- Television coverage –with verification letter from station indicating the dates the promotions aired
- Publicity from websites
- Displays or bulletin boards created by the local chapter—with verification letter from chapter advisor stating when and where they were displayed
- Assembly programs (Must be related to local SkillsUSA chapter)
- Any publication (brochures, flyers, etc.) that promotes the local chapter

All media coverage must contain the date of the activity within the article or letter of verification. If using newspaper articles, the dateline from the newspaper must be attached to the article if the date does not appear in the article.

## **PURPOSE:**

To promote public relations activities through media coverage at the local level.

## **ELIGIBILITY:**

Any SkillsUSA chapter is eligible to participate.

## **SUBMISSION:**

Contestant will submit project onsite at the SkillsUSA Georgia State Leadership and Skills Conference per the time and placed as noted in the conference program. Contestants will take the PDP and submit a resume.

## **AWARDS:**

Gold, Silver and Bronze medals will be awarded for 1st, 2nd, and 3rd place. The winner of this contest does not advance to the National SkillsUSA Leadership and Skills Conference.

## **EVALUATION CRITERIA:**

1. Notebook: 100%

## CHAPTER PUBLICITY

Items Evaluated	Possible Points									
<b>Notebook</b>										
Local newspaper articles	100									
School newspaper articles	100									
SkillsUSA Georgia web site	100									
Champions magazine articles	100									
Television coverage	100									
Radio coverage	100									
Publicity from web sites	100									
Displays or bulletin boards created by the local chapter	100									
Assembly Programs	100									
Any Publication (brochure, flyer, etc.)	100									
<b>Subtotal Points</b>	<b>1000</b>									
<b>Total Points</b>										