

SkillsUSA Georgia Chapter Publicity Award Contest Guidelines

Purpose:

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

Eligibility:

Any SkillsUSA chapter is eligible to participate.

Deadline:

Contest entries must be turned in at the registration table at the State Conference.

Scope of the Contest:

1. The local chapters will document the year's public relations activities of the local chapter designed to promote SkillsUSA membership, class enrollment, career and technical education or community awareness of SkillsUSA in an official SkillsUSA notebook.
2. The judging of the entries will be based solely on the information presented in the notebook.
3. 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.
4. Publicity materials include the following:
 - Local newspaper articles
 - School newspaper articles
 - SkillsUSA Georgia web site
 - 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 web sites
 - 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
5. 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.

Chapter Publicity Award

SCORING:

Activities	Max points	Points Earned
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 (brochures, flyers, etc.)	100	
TOTAL POINTS	1000	