

District 51 Public Relations Awards 2009-2010

Qualifying Period: July 1, 2009 - March 31, 2010

(Awards to be given during 2010 annual convention in Miri – May 2010)



Objective:

To encourage and to recognize clubs/areas/divisions which utilize newsletter and website as public relations tools to promote the Toastmasters program to members and public. Newsletter and website are two very powerful tools recommended by Toastmasters International.

Eligibility:

Any club in District 51, which is in good standing, during the entire qualifying period, can participate.

1. For club newsletter contest, the newsletter editor and the club will each receive a prize.
2. For area/division newsletter contest, the newsletter editor and the area/division will each receive a prize.
3. For club website contest, the webmaster and the club will each receive a prize

Awards:

- Best Club Newsletter - Top 3 prizes (club editor and club)
- Best Area/Division Newsletter - Top 3 prizes (area/division editor & area/division)
- Best Club Website - Top 3 prizes (club webmaster and club)
- Website Surf and Win - 3 prizes (July to December 2009)
- 3 prizes (January to March 2010)

2 nd Runners Up	1 st Runners up	Champion
 Actual prizes to be announced	 Actual prizes to be announced	 Actual prizes to be announced

How to participate?

- 1) To participate, send an email to the District Public Relations Officer (DPRO) at d51web0910@gmail.com to express interest of joining the contest.
- 2) All entries must reach the DPRO by 31st March 2010. Late entries will not be entertained.
- 3) If you are participating in the website category
 - a. Please send in the URL (address) of the website, to be included as a link from the district website to the DPRO's email starting from now.
 - b. Earn 10 points in submitting your URL to us by 30th September 2009
- 4) If you are participating in the newsletter category
 - a. Please send in the newsletter in softcopy format to the DPRO's email at d51web0910@gmail.com.
 - b. You are required to send in a **minimum of 2 editions/issues** during the qualifying period. The more editions/issues you submit the higher the chances of winning as we will select the best of all the editions/issues you submit. However, each club can only win one prize.

Judging criteria

- 1) Judging will be based on point system. Total maximum point that can be awarded to each entry is 100 points. Winners will be chosen based on those who score the highest points, the second highest and so on ...
- 2) For newsletter, here's the breakdown of the maximum number of points that can be given for each judging category:

Content	65%
Design and Layout	35%

- 3) For website, here's the breakdown of the maximum number of points that can be given for each judging category:

Content	60%
Design and Layout	30%
Bonus points (submit URL by 30 th September 2009)	10%

- 4) All decision made by the judges are final.
- 5) Results of the Public Relations contest 2009 / 2010 will be announced before the Annual Convention 2010 at Miri, Sarawak by email or phone call.