

NJCL Publicity Contest Score Sheet



State JCL : _____ **Entries must be postmarked by June 1!**

Name of Chapter: _____

Name of Sponsor(s): _____

School Address: _____

E-mail Address of Sponsor: _____

Please list item(s) to be considered for the Best Print Media Article Trophy:

-

Please list item(s) to be considered for the Most Original Publicity Trophy:

-

Please organize your binder as indicated in the chart below. After this sheet you will find a category score sheet to place at the beginning of each category. Please organize those categories as indicated in the charts on those pages. State coordinators may use the "State points" column.

Category	State points	National points
1: Radio & TV		
2: Newspapers		
3: Publicity off of School Property		
4: Publicity on School Property		
Sub-total		
Bonus: Grouping		
Bonus: Order		
Penalties		
Grand Total		

NJCL Publicity Contest Score Sheet

Category 1—Radio and TV



Description	State points	National points
Radio		
Public Access Television		
Commercial Television		
Category Total		

NJCL Publicity Contest Score Sheet

Category 2—Newspapers



Description	State points	National points
Published \geq 5 days a week		
Published < 5 days a week		
School Publications		
Category Total		

NJCL Publicity Contest Score Sheet

Category 3—Publicity off of School Property

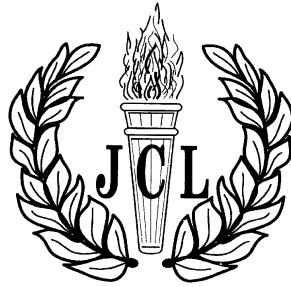


Description	State points	National points
Marquees		
Posters (group by size)		
*Window signs (8.5 x 11)		
Banners—must be in place at least one full day		
Govt. Resolutions and Proclamations		
Parade Floats		
Presentations/Awards at businesses, workplaces, civic meetings		
Displays in public buildings		
Local JCL website		
*Telephone answering messages		
*Car signs		
Decorated cars		
License Plates		
*Flyers, promo materials, bookmarks, bumper stickers, etc.		
*Classical Pumpkins/Toga Snowmen		
*Toga-clad “flashmob”		
*Computerized bio/signature		
*Social media--special event		
Community Service		
Fundraising Campaigns		
Latin/Myth/Culture Elementary Enrichment Programs		
Organized Latin clothing		
Ads in community programs		
Miscellaneous publicity for this category		
Category Total		

N.B. Items marked with * must have a summary sheet accompanying the verification forms.

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Category 4—Publicity on School Property



Description	State points	National points
Marquees		
Posters		
Banner at athletic event		
Displays at special events		
Displays available to general public using the building		
Recruitment Presentations		
*Promotional materials--specific recruitment events		
Community Service		
Fundraising Campaigns		
Listings in ceremony programs (not Latin only)		
Presentations/Awards at school board meetings		
Ads in school programs		
Miscellaneous publicity for this category		
Category Total		

N.B. Items marked with * must have a summary sheet accompanying the verification forms.