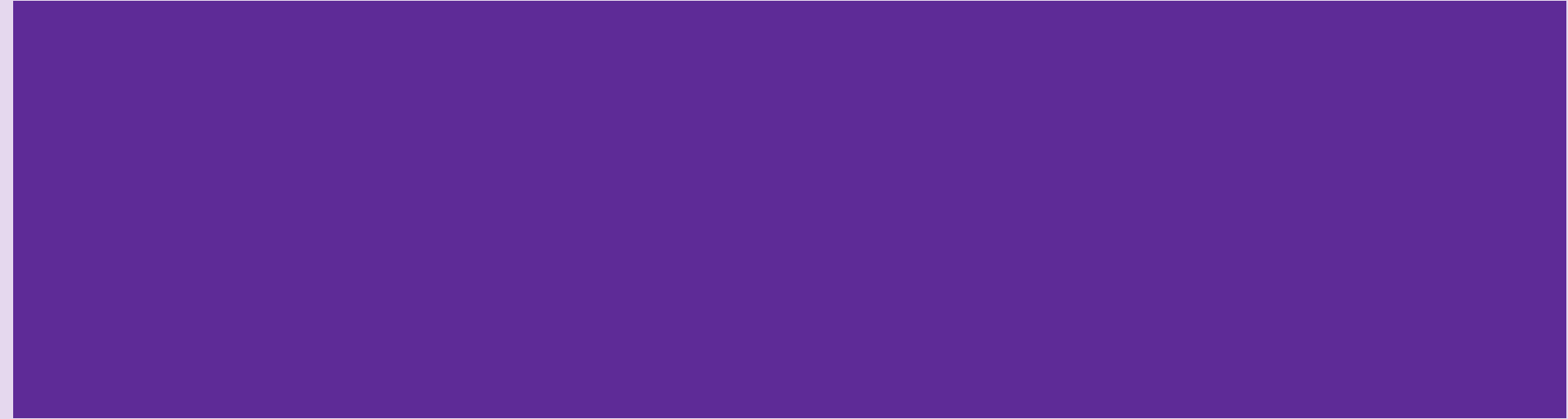


1st Vice President

Colloquia



Revised Publicity Scoring

- Media (not including school media)
 - e.g. radio, tv, newspaper
- School Affiliated Media
 - e.g. radio, tv, newspaper
- School Affiliated Posters/Displays outside of school
 - e.g. posters, banners, and displays at businesses, offices, libraries
- Posters/Displays at school
 - e.g. posters, banners, and electronic/non electronic displays at school
- Miscellaneous
 - Items that publicize either JCL or the Classics and that do not fall within any other categories.
- Best Club Swag
 - e.g. Toga Tuesdays, costumes, JCL/Classical apparel
- Best Recruitment Presentation
 - e.g. Elementary/middle school outreach, recruitment presentations at schools, any efforts to reach out to people to join JCL

Submission Process

Include a **picture or workable link for** each category

Include a description of the entry and any pertinent information, up to 150 words.

Clearly label each category

List each entry **in the order that the categories are** listed above.

Specify any pertinent information such as follows:

Number of people who saw the publicity

Quantity of material e.g. 100 t-shirts or 500 candies with a logo

How well did the public receive the publicity

Submit portfolio of best entries (one per category), either through a shared Google document or PowerPoint, to ljclvp1@gmail.com by **March 12**.

Publicity Scoring

Best Portfolio

Select top **five** portfolios

Best in Category

Publicity is graded on:

Impact

Originality/Creativity

Quality of Content

Appeal

Effort

Reaching out

Contact local middle or elementary schools and invite them to JCL events (events held with them in mind). This helps encourage them to join JCL later. Inter-school events are also beneficial, the National 1st VP wants to encourage this.

Within the school

Offer events the market wants. FOOD! Gladiator fights do very well (with pool noodles). Food. Specific events are also attractive, like a murder mystery or a waffle wednesday since it is not generic. Make sure the officers reach out to prospective members rather than forming officer groups at events. Make the JCL very welcoming and not intimidating for the new members.

Officer Contacts

Get them.