

**Public Relations
2019-2020**

Press Book Score Sheet

What is a Press Book? I am glad you asked! It is simply a book with a collection of articles that have been published in the media (ex. newspapers, social media...) during the Auxiliary year.

Deadlines:

Seniors:

Units - Unit press books to District PR Chairman by June 1, 2020

Districts – Unit press book winner from each district and Senior District press books to Department PR Chairman by June 15, 2020

Juniors – Unit press books are due at Junior Conference.

Guidelines and Criteria for all judging - Seniors Units/Districts, Junior Units

Total Points = (100 Points) _____

Introduction: 10 Points _____

- Description: Junior or Senior Press Book
- Name: Unit/District Number and Name
- Name: Unit/District President
- Name: Unit/District PR Chairman
- List of Unit/District Officers
- Year

Content: 60 Points _____

- Be decorative – BE CREATIVE!
- Articles – provide articles that tell a story of the year (Auxiliary and legion family)
- Articles promoting our Brand
- Use of other forms of media or communications to promote public relations for the auxiliary (ex. flyers, programs, invitations, etc....) are acceptable

Arrangement: 30 Points _____

- Book should be in binder form (colors: red, white, blue or combination)
- Articles must be in chronological order. List source and publish date
- Other forms of media or communications to promote public relations for the auxiliary should be in separate section at the back. These items should also be arranged in chronological order.

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