

**Public Relations**  
**2018-2019**

**Press Book Score Sheet**

**A Press Book is a compilation of all newspaper articles published during a single administrative year.**

**All Score Sheets will be the same for the Junior and Senior Press Books.**

**All Score Sheets will be the same for all Unit and District Press Books.**

**Junior Unit Press Books are due at the Junior Conference.**

**Senior Unit Press Books are due to the District Public Relations Chairman by June 1, 2018.**

**Senior Unit Press Book Winner from each District and the Senior District Press Books are due to the Department Chairman by June 15, 2018.**

**Questions, contact Nancy Magginnis, Department Public Relations Chairman – 260-349-0927**

**Introduction: 15 Points** \_\_\_\_\_

- Title Page
  - Identification as a Junior Unit Press Book, Senior Unit Press Book or Senior District Press Book
  - Name and Number of your Unit/District
  - Name of the Unit/District President
  - Name of the Unit/District Public Relations Chairman
  - Date: Current Administrative Year – 2018-2019

**Historical Content: 10 Points** \_\_\_\_\_

- List of Elected and/or Appointed Unit/District Officers
- Book should begin with Installation and end with Poppy Days

**Appearance: 40 (50 Points if ALA Emblem is Used)** \_\_\_\_\_

- Cover: You may use any book or binder you prefer – Navy Blue is preferable
  - 10 Extra Points – if there is an American Legion Auxiliary Emblem on the cover
- Paper: Please Use plain black or white paper
  - You may use decorations, computer graphics, pen or ink drawings, illustrations, stickers, hand-drawn designs, etc. to add distinction to the pages
- Page Set-Up: Articles should be attached to give a 1” border on all pages
- Articles should be identified by the Name of the Newspaper and Date where appeared
  - Identification may be by computer, typed or handwritten
- Pages may (not required) be placed in sheet protectors – no points will be added or subtracted

**Arrangement: 25 Points** \_\_\_\_\_

- Newspaper articles should be displayed in order of occurrence
- If you choose to use items in addition to copies of newspaper articles, they should be in a separate section at the back of the book in order by date – these items should include how they were used for publicity purposes (publicity flyer, event program, letter of invitation, event ticket, etc.)

**Total Points Awarded** \_\_\_\_\_