

Public Relations District Contest Criteria

For 2010 District 5M1 Mid-Winter Convention

Region & Zone Chairs will judge all contests except the website entries. The 1st Vice District Governor will be the tie-breaker for tied contests. All contest entries need to be in the Austin Holiday Inn Boardroom by 9:00am on Sat, Jan. 30. All clubs are encouraged to participate.

The following criteria are used to judge the public relations materials that Lions Clubs use in District 5M1.

Club Brochure: The brochure should be eye appealing and readable. To be useful as a PR item, it should contain the club name, contact address, & phone numbers. Invitation for membership is made and club meeting dates, place and times are stated. Include the Lions logo, motto of “We Serve” and mention the club is part of the LCI.. Photos & graphics are helpful to convey highlighted services and projects. It can be in a tri-fold, card stock back to back or any format.

Club Newsletter: The eye appealing newsletter is the communication device to keep the club members informed about upcoming dates and projects. It can also be used to distribute to the community to show what Lions are doing locally, regionally and internationally. The masthead minimally includes the Lions logo, club name, & date of newsletter. Within the pages, the following is helpful: calendar of events, Board & General meeting business, meeting date, time & place, program speaker info, project highlights, Lions motto, information from the District newsletter, committee reports, finances of the club, recognitions, photos, & graphics. May include International items and trivia.

Club Pin: The pin has the Lions logo and motto, club name, location and shows something unique about the club or location.

Club Business Card: Although small, the business card can pack a punch with the amount of organized information on it. Members can use to distribute to potential members or along with projects. It should include the club name, location, contact info, Lions logo and motto, meeting dates, time, place. It should be eye appealing, easy to read and highlight service projects. It can be any size and printed on one side or both sides.

Club Website: Submit website address by Jan 20th to both District Internet Co-Chairs. Gene Lundak glundak@yahoo.com and Tim Richie tjrichie@charter.net. The website has the Lions logo and motto, name of club, location and contact numbers, addresses or emails. It is eye appealing and thought has been put into the arrangement of information so the viewer can easily maneuver through pages and links with the district and international. The info is current with calendar of events, photos, project summaries and highlights, and has an invitation to attend meetings or projects.

Club Friendship Item: (NEW to contest.) The club may have an item that is used to present to speakers at meetings, for give away or used for such events as auctions. The item has the club name, Lions logo and motto. It is eye appealing and conveys a club message.

Clubs may submit items to the PR Chairman prior to the convention as long as the items are sent before January 27, Wed. Send to Gale Bruessel, 2527 So. 26th St., La Crosse, WI 54601. For questions, contact 608-790-6299. Winners are announced at the Sunday Brunch. Let’s have a good showing of all the items used to promote your club.