

CHUCK WECK PUBLICITY AWARD

2011/2012

The Chuck Weck Publicity Award is given in recognition to a Club for superior publicity achievement in promoting their Toastmasters Club! It is named in honor of Chuck Weck, a past District 12 Governor. The winning club receives a traveling trophy to display until the next Chuck Weck Publicity Award Contest. The winning club also receives a plaque that remains with the club. Recognition is also given to the second and third place winners. Clubs are recognized at the District 12 Annual Spring Conference.

The Chuck Weck Publicity Award is achieved by accumulating the most publicity points by various media during the period from July 1 through April 1 each Toastmaster year.

QUALIFICATIONS: Clubs must send dated proof (news clippings, electronic files, videotape, DVD, or photograph of any and all publicity, displays, interviews, etc.), to the District 12 Public Relations Officer (PRO). The PRO and Committee determine the CHUCK WECK AWARD. The following list of criteria and points describes the many ways your club can earn this Award:

		<u>Points</u>	<u>Date</u>
1	TV or Radio on air interview/appearance-75 pts	_____	_____
2	TV or Radio announcement/community callendar-50 pts	_____	_____
3	Newspaper media release-25 pts	_____	_____
4	Newspaper community calendar-25 pts	_____	_____
5	Newspaper feature article-100 pts	_____	_____
6	Photo with caption in newspaper-50 pts	_____	_____
7	Article in newsletters (Rotary, community, college, Chamber of Commerce, etc)-50 pts	_____	_____
8	Photo with caption in newsletters-50 pts	_____	_____
9	Feature display in public place (library, school, college, business, etc) Includes flyers and brochures-100 pts	_____	_____
10	Working booth at business fair, community fair or other business or public place-100 pts	_____	_____
11	Keep social media venues current such as Face Book, web pages and Twitter current- 150 points per month.	_____	_____
12	Link from Club Web Page to District 12 Web Page-50 pts	_____	_____
13	Organize and conduct an Open House or Oratory Platform or Speech Craft- 150 pts	_____	_____

