



## COMMUNICATIONS AND IDENTITY CONTEST

**AWARDS:** GFWC will award \$50 annually to one club in the nation to recognize creativity in implementing an effective communication and identity program. The award will be based on report narrative. State chairmen will forward the winning state entry to the appropriate national chairman by March 15 of each year. Please check the GFWC manual at [www.gfwc.org](http://www.gfwc.org) and click on club manual for details.

Awards will be presented to clubs whose communications and identity outreach denotes a strong creative effort as indicated in their publicity books. When reviewing these books, judges award points as follows:

- ❖ 50% percent for newspaper articles and evidence of TV and radio coverage.
- ❖ 30% for other kinds of publicity in the form of brochures, signs, flyers, paid advertisements, Public Service Announcements (PSAs), new member kits, membership cards and creative web pages
- ❖ 20% for presentation and ease of handling.

***GFWC, THE GFWC LOGO OR THE GENERAL FEDERATION OF WOMEN'S CLUBS MUST BE INCLUDED IN THE ARTICLE, OR OTHER PUBLICITY FOR POINTS AWARDED.***

### ENTRY REQUIREMENTS

- State Communication/Identity Chairman should submit only one communication/identity book per state (the best in the state) to GFWC Headquarters (do not send to GFWC Communications/Identity committee)
- Materials in the books should have been prepared/printed/aired between January 1, 2010 and December 31, 2010 for the 2011 entry.
- These books are a documentation of a club's outreach activity for the year.
- Be sure to put the name of the publication and date the article appeared on each clipping.
- Include all electronic media coverage – video and audio cassettes can be submitted, but do not put them in the book.
- Although publicity books are judged mainly on content, it is important that material is presented in an organized fashion, with articles securely fastened to pages and key information highlighted.
- The judges find it helpful if you provide one or two sentences (no more) explaining a project or program you have publicized.
- On the front page of the book, please include the following: name of club, name of club contact, number of club members, City in which club is located along with population figures, and local radio and television stations to which club news was sent.
- Print name of club and year on the outside cover of the book.
- Entries should be in a lightweight, 8" x 11" binder or cover (points may be deducted if the book is oversized and difficult to handle.)
- Enclose a self-addressed stamped envelope of the necessary size or submit a check to cover cost of return postage. Only those entries that include a SASE or a check to cover the cost of return postage will be returned.

Club entry must be postmarked on or before **March 1, 2011** to the GFWC Florida Identity/Public Relations chairman: **Meda Jenson – 18640 SW 295<sup>th</sup> Terrace, Homestead, Florida 33030**

