American Legion Auxiliary - Department of Wisconsin
Public Relations - Press Book Judging Information 2007-2008

Press Books should be dated from Spring 2007 to Spring 2008
(Based on your District Spring Conference Dates)
Press Books must be judged at District Spring Conferences.
Winners should then be sent to the Department Chairman for judging

Total of 100 points possible: Each is worth 10 points

1. Press book is to be no larger than 12x15 ***Books larger than 12x15 will be disqualified***	**/ 10**
2. First page of book includes the name and address of the Unit Chairman ***Name & Number of Unit should also be included***	**/ 10**
3. A completed copy of the Unit Public Relations Annual Report is included	**/ 10**
4. A narrative report of 1000 words or less is complete and included	**/ 10**
5. The narrative details how Public Relations was promoted in the Unit.	**/ 10**
6. Narrative also makes reference to newspaper articles in the Book.	**/ 10**
7. Good grammar and language mechanics are used	**/ 10**
8. Name of Newspaper, date and page # are at the top of each article. ***Each article should contain a reference to our organization***	**/ 10**
9. Newspaper articles & photographs are arranged in chronological order	**/ 10**
10. The Press Book is neat and orderly (clipping & pasting)	**/ 10**
Total Points:	**/ 100**

Press Book Deadline: May 1, 2008
If deadline cannot be met due to Spring Conference Date,
Dept Chairman must be contacted or your book will be disqualified

Mail Press Book to:
Department Public Relations Chairman
April E Kollmorgen
18768 15th Loop NE
Poulsbo, WA 98370

*****Please Note*****
The best way to mail the Press Books
is in a "flat rate" box from the Post Office.