

MARKETING/ PUBLIC RELATIONS COMMITTEE CONTESTS

3/15/2011

The Contests of the Marketing and Public Relations Committee are designed to reward squadron innovative programs of community outreach. The committee is looking for exemplary Power Points, DVD productions, radio public service announcements, and scrapbooks that document the message of Power Squadron programs. Many squadrons have created such material and this is the venue for achieving national recognition.

The Charles F. Chapman Scrapbook Award

The items in the scrapbook receiving primary consideration will be material illustrating the various public relation programs produced by the squadron. It serves as a record of achievements as well as a examples to others. The award recognizes excellence of an outstanding and diversified public relations program as documented in the book.

- 1) Each scrapbook will measure no larger than 16 inches high or 18 inches wide and contain no more than fifty pages. Both sides may be used
- 2) Entries should contain only graphic exhibits such as press clippings, posters, leaflets, art work and photos with explanations. Recommended topics include: pictures or notices of Vessel Inspection, Public Boating Education, boat shows, social service, youth involvement, community parades or events and Safe Boating Week.
3. Entries should contain No slides, tape recordings, transcriptions, film clips, video tape recordings or any other material which would require the use of electronic/mechanical equipment by committee judges.
- 4) Included material must be items between 1 January and 30 December of the target year.
- 5) Each entry must carry the name of the submitting Squadron on the front outside cover or on the first page (cover page) of the book.

Districts may submit their top two selections by 1 August to The Charles F. Chapman Scrapbook Award Coordinator:

P/C Kristi Ann Cascadden, S
933 E. Olive Ave.
Burbank, CA 91501-1427
(H) 818- 846-0577
E-mail: kistir@hotmail.com

The Roger Upton Award

The award is named for the founder of USPS and recognizes excellence in creating videos in CD or DVD formats. The content must be designed for presentations, broadcasts, or Public Service Announcements (PSAs) promoting the organization's programs and must have been presented to an audience or transmitted at least one time to the general public via cable or network television.

Districts may submit their top two selections by 1 August to The Roger Upton Award Coordinator:

Stf/C Ken Henry, SN

12451 Correnti St. Pacoima, CA 91331-2118

(H) 818-899-2267,

E-mail: k.henry8@verizon.net

The Carl C. Mahnken Commander's Cup Award

This award is named after a member who was both a USPS National Executive Officer and Educational Officer. It recognizes excellence in computer generated Power Point presentations. It provides an incentive for squadrons to create and conduct local public relations programs about themselves and their contributions to the community. These are often used in presentations to the Lion's Club, Rotary, YMCA, Yacht Clubs and other civic groups.

Each entry should have been presented at least once to the general public. Districts may submit their top two selections by 1 August to the Carl C. Mahnken Commander's Cup Award Coordinator:

D/Lt/C Larry Saumur, P

5201 Dartmouth Ave.

Westminster, CA 92683-2746

(714) 901-8416

r.saumur@verizon.net

The Public Service Announcement Award

This award recognizes excellence in the production of radio public service announcements promoting USPS programs. This award is given to the best PSA created by USPS members. The PSA should contain information for local and national contacts. Districts may submit their top two selections by 1 August to the The Public Service Announcement Award Coordinators:

P/C Joe and Patricia David
50 Tyndale St.
Staten Island NY 10312
(H) 718- 317-9523
E-mail: jdvideolab@aol.com

THE NATIONAL SHIP'S BELL AWARD

Everywhere in the country there are extraordinary people or groups that provide impressive support for the marketing and public relations programs of the United States Power Squadrons. Any squadron, district or national officer may nominate a person, group or organization, in or outside the organization for this honor. The nominee must have made a substantial contribution in some form with a broad impact to the promotion of the USPS efforts to provide safe boating education.

The application is a written petition with substantial documentation of the nominee's works. It is submitted to the Chair of the National M/PR Committee who forwards outstanding applications for consideration by the National Executive Officer and the Chief Commander. The recipients to date have been: What do you think about adding the year before each winner?

Lt William Hempel, P, Peace River, D/22 Boating Safety Feature Writer

The Goodyear Airship Division

The Sun Newspaper Corp of Southwest Florida

Lt Robert Scully, P, Vero Beach, D/8 PRO Innovative Electronic Publicity

Lake Charles Sail & Power Squadron, D/21

Boating Life Long Island Magazine

R/C Greg Scotten, SN
3508 Roseau Dr.
Punta Gorda, FL 33950-8145
(H) 941-833-0752.

E-mail: gscotten@comcast.net **Guidelines For All Marketing/PR Competitions**

Review entry form for contest specific information

Each squadron participating in M/PR Committee contests may submit any number of scrapbooks, DVDs, or PowerPoint for competition.

First place winners from each district will advance to the national level. Districts may submit a second entry if outstanding. Entries will be judged according to guidelines established.

Winners will be awarded 1st, 2nd, and 3rd place awards at the National Fall Governing Board.

Judging:

District Judging Committee: Five judges, including the Public Relations Officer, make up the committee. Judges may not judge the entry of their squadron.

National Judging Committees: Five judges, including the competition chairman, make up the committee.

All selections are subject to the approval of the MPRCom.

Note:

If only one entry is received by the squadron or district, this entry will be judged to make sure the entry meets the contest qualifications.

ALL MATERIALS CONTAINED IN THE ENTRY MUST HAVE BEEN PRODUCED AND/OR PUBLISHED DURING THE CALENDAR YEAR PRECEDING THE SUBMISSION (1 JANUARY - 31 DECEMBER).

Use:

The Committee reserves the right to use entries in other USPS promotional or marketing projects.

Entry Deadlines:

District will set their submission deadlines but no later than 1 July.
District submissions to MPRCom shall be posted no later than 1 August

Contest forms can be obtained from the USPS web site at: www.USPS.org



National Marketing & Public Relations Committee

Contest Entry Form

Copy this form, complete the information requested and include it with your entry. Check the General Rules and Entry Requirements for each contest entered to ensure your entry contains all required information. This form completed must be included with each entry.

Squadron Entries Must be sent to your District PRO.

<input type="radio"/> Scrapbook	<input type="radio"/> Video	<input type="radio"/> PSA	<input type="radio"/> PowerPoint
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Print or type:

Activity Year _____

Squadron _____

Commander _____

Squadron PRO Name _____

Squadron PRO Email _____

City _____ State _____ ZIP _____

Telephone _____ Cell Phone _____

District # ____ Entry

DISTRICT PRO, fill out information below and forward this form along with the following information to the appropriate national competition chairperson by August 1st.

_____ Number of squadron entries judged.

_____ District
First Place winner (Squadron)

JUDGE

SQUADRON

1. _____
2. _____
3. _____
4. _____
5. _____

D/PRO'S: Check PR Web page for Appropriate Competition Chair and address for each contest.

*** Squadron PRO Put additional Information and description on back of this form***

Video: _____
 Describe your entry Presented To Broadcast Via Date Potential Audience Size

PSA: Video Radio _____
 Length Broadcast Outlet Date Potential Audience Size

PowerPoint: _____
 Describe your entry

_____ # Frames Presented To Date Potential Audience Size

JUDGING SCORE CARDS

Copy these forms as needed for judging.



Charles Chapman
Scrapbook
 Competitions

 Activity Year Squadron District Judging Date Judge District Squadron

Scoring is based on an evaluation of the entry in five categories. Each category is assigned a rating from **1 (Poor) to 9 (very good.)** Judges are exempt from and shouldn't judge their own squadron.

Category	1	2	3	4	5	6	7	8	9	Score
Neatness										
Media Coverage <i>Was there variety?</i>										
Creative Activities										
External Publicity <i>Promote USPS image</i>										
Other Activities <i>Boat Shows, Displays, Parades, ETC.</i>										
Total Score										

Judging Score Card



**Carl C. Mahnken
Commander's Cup
PowerPoint
Competition**



**Roger Upton
Video
Competition**



**Radio
Public Service
Announcement
Competition**

Which contest are you judging? _____

Activity Year Squadron District Judging Date Judge District Squadron

Scoring is based on an evaluation of the entry in each categories below. Each category is assigned a rating from 1 (poor) to 9 (very good). Judges are exempt from and should not judge their own District or Squadron.

Category	1	2	3	4	5	6	7	8	9	Score
Presentation										
Appropriate Theme										
Interesting Script										
Color Quality (Leave Blank Radio PSA)										
Sound Quality										
Visual Effects (Leave Blank Radio PSA)										
Total Score										