

PUBLIC RELATIONS AND PUBLICATIONS COMMITTEE

NEWS MEDIA AWARD NOMINATION FORM

Name of Organization Being Nominated: _____

Mailing Address: _____

City, State, Zip Code: _____

Type of Media:

_____ AM RADIO

_____ FM RADIO

_____ BROADCAST TV STATION

_____ CABLE TV STATION

_____ DAILY NEWSPAPER

_____ WEEKLY NEWSPAPER

Percent of articles/broadcasts written/produced:

By post member _____% By media representative _____%

<u>Name of Post(s)</u>	<u>Post No.</u>	<u>Last year's Final Membership Count</u>	<u>Location</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Person Submitting Nomination and Supporting Materials:

Full Name: _____

Address: _____

City, State, Zip Code: _____

(Rules and Guidelines below)

NEWS MEDIA AWARD RULES AND GUIDELINES

The Department News Media Award is intended to honor one of North Carolina's local news agencies for their support of Legion work. Selection of the winner is made by the Public Relations and Publications Committee. There is no corresponding national contest.

The objective of the awards program is to recognize media outlets for their contributions to the public awareness and understanding of the goals and objectives of The American Legion, The American Legion Auxiliary and The Sons of The American Legion.

There are four categories of media organizations that are eligible for the awards: Daily Newspapers, Weekly Newspapers, Radio Stations and Television Stations. A nominee may be jointly submitted by two or more posts.

There will be 3 awards presented by the department - First, Second and Third places. There will not be separate awards for the different media types. Entries from the different media categories will compete against each other.

The awards program is based on a calendar year. Entries must be published or broadcast during the period of January 1 to December 31 of the calendar year being judged. As an example, the entries to be judged at the year 2012 Mid-Winter Conference must have been published or broadcast during the 2011 calendar year.

Supporting materials should not be limited to those articles/broadcasts about the nominating post but should include all articles/broadcasts published about The American Legion, The American Legion Auxiliary and The Sons of The American Legion during the calendar year to be judged.

DEADLINE FOR SUBMITTING YOUR NOMINATION TO DEPARTMENT HEADQUARTERS IS FEBRUARY 15, 2012. THE SELECTION WILL BE MADE AT THE MID-WINTER CONFERENCE IN RALEIGH.

News Media Suggested Form For Presentation of Supporting Materials

Radio 1. Combine all spots on one standard 2 1/2 x 4 inch cassette tape
 2. Listing of spots with date(s) and number of airings

Examples:

County Fair Spot	Sep 1-15	75 airings
Post 999 Fundraising Dance for Hurricane Hugo Victims	Sep 23- Oct 10	46 airings

Television Same as with radio - use VHS tape

Newspaper

1. Newspaper articles or photocopies allowed
2. To be submitted in standard size 3 ring binder
3. Pages to be plain white 8 1/2 x 11 inch paper
4. Nomination form should be first page
5. Articles should be in chronological order with date of publication printed on lower right-and corner of page
6. Only one article per page
7. Scotch tape or paste articles to page
8. If article is larger than page attach upper left corner and as much of left and top edges as possible. Then fold article to fit on page.
9. At the conclusion of the material a summary would be appropriate but not required

Entries that do not follow the above guidelines will be accepted for judging but should still be presented in a neat and organized manner.

(adopted at Mid-Winter Committee meeting, February 4, 2000)