



Chuck Weck Publicity Award 2014/2015

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:

#	Publicity	Points	Points earned	Date
1	TV or Radio on air interview/appearance	75 points		
2	TV or Radio announcement/community calendar	50 points		
3	Newspaper media release	25 points		
4	Newspaper community calendar	25 points		
5	Newspaper feature article	100 points each		
6	Photo with caption in newspaper	50 points each		
7	Article in newsletters (Rotary, community, college, Chamber of Commerce, etc.)	50 points each		
8	Photo with caption in newsletters	50 points each		
9	Feature display in public place (library, school, business, etc.) includes flyers and brochures	100 points per location		
10	Working booth at business fair, community fair or other business or public place	100 points for each event		
11	Keep social media venues current (includes branding and content) such as Facebook, web pages and/or LinkedIn –	150 pts per month site(s) is current)		
12	Link from Club Web Page to District 12 Web Page	50 points each		
13	Organize and conduct an Open House or Oratory Platform or Speech-Craft	150 points each		
14	Provide club newsletter on Club Web Page	50 points each (Website Link to District 12 Web Page required).		
15	Participate in a Parade a) Your club in a community parade with banner b) An organized group of more than one Toastmasters Club with banners, in a parade.	a) 100 points each b) 150 points each		

Please print this checklist, fill-in date and points next to each item completed and attached dated proof of news clipping, electronic file (video/audio), videotape, DVD or photograph on any and all publicity, displays, interviews, etc. Sign and mail to Karen de Vries, District PRO at 4344 Friar Circle, La Verne, CA 91750 by March 31, 2015.

Club Name: _____ Club # _____ Division _____ Date: _____

Submitted by _____ Contact Phone # _____ Print Name: _____

If you have any questions regarding submittals please contact Karen de Vries at pro@d12toastmasters.org

Date Received: _____ Total Points: _____

Time Period: from _____ to _____

(start date)

(end date)