

Publicity

Rules

1. Every NCJCL chapter in good standing shall be eligible to enter the NCJCL Publicity Contest. Two divisions will be awarded sweepstakes points for Overall Publicity: Middle School and High School.
2. The purpose of all Publicity items must be for the promotion of JCL and/or Latin or the Classical Studies.
3. The pre-convention deadline shall be the deadline for all material submitted into the NCJCL Publicity Contest and mark the beginning of the following year's publicity contest. All material submitted must come from the time of the previous year's pre-convention deadline to the current year's pre-convention deadline.
4. Chapters must be present at the NCJCL State Convention in order to enter the NCJCL Publicity Contest.
5. Points will be subtracted or items will be disqualified if these regulations are not followed. If a chapter shall commit any falsification of entries or submitted material, the chapter responsible for the falsification shall be disqualified from the NCJCL Publicity Contest.
6. The chapter must be present at the NCJCL State Convention in order to enter the state publicity contest.
7. Chapters must organize their best entry in each category into a portfolio (**only one for each category**) and submit their portfolio in the format of a shared Google document or PowerPoint via email to the NCJCL Publicity Officer. Each item in the portfolio must include a picture or working link to a picture, article, website, or video. Each must include a description of the event, and any pertinent information up to 150 words. When submitting a chapter's portfolio, make sure each entry is clearly labeled for the category and the entries are in the correct order. If a chapter does not have an item for every category, submit an entry for the categories that the chapter fulfills.

Publicity Judging Guidelines

Characteristic	Pts.
Impact	10
Originality / Creativity	10
Quality of Content	10
Appeal	10
Effort	10

Categories of Publicity

Media (on and off school campus)

1. The Media category shall include newspapers, magazines, radio, TV, articles on websites, and podcasts. Radio and TV entries require a signed letter from the broadcasting station manager. The letter must include the date of the broadcast, the length of program with the exact number of minutes, and the specific content of the program.

Posters/Displays (outside school campus)

1. The Posters/Displays category (outside school campus) includes displays at special events, displays, window signs, banners, marquees, etc. All material submitted under this category must be publicity as described in the preceding sentence outside school campus.

Posters/Displays (on school campus)

1. The Posters/Displays category (on school campus) includes the same content as the aforementioned category except all material submitted under this category must be publicity aligned with this category's content on school campus.

Best Club Swag

1. The Best Club Swag category includes club clothing, keychains, bumper stickers, etc. All items must have been made/designed by your club and must have your club name or mention JCL on them. **Items purchased from others at State Convention, National Convention, or other Classics events will be considered falsification of an entry and result in disqualification.**

Best Recruitment Presentation

1. The Best Recruitment Presentation Category includes presentations done on or off school campus for the purpose of recruiting students to JCL. This category includes presentations that promote Latin, the Classics, and JCL.

Miscellaneous

1. The Miscellaneous category includes publicity and promotions not included in other categories. For example, parade floats, telephone answering messages, flyers, promotional materials, decorated items such as pumpkins, bookmarks, cars, snowmen, etc. shall all fall within this category.

Publicity Award

1. The Publicity Award will be given as follows:
 1. The entries will be judged and awarded by category for first through fifth place.
 2. Each place will be given a number (e.g. 1st = 5, 2nd = 4, 3rd = 3, etc.). These numbers will then be added. The chapter with the greatest number of points will be awarded the overall first place Publicity Award and appoint a Publicity Officer to the NCJCL Executive Board. All remaining chapters will be awarded places second through fifth places. Only the Overall Publicity Award is granted Sweepstakes Points.