

PUBLICITY

J. S. Cooper Publicity Award – (posts over 150 members)
Burien Post 134 Publicity Award – (posts under 150 members)

The Award is an annual perpetual award. This award will be based on the amount of publicity obtained by the Post in various daily, weekly, and monthly newspapers and other periodicals and **REQUIRES** that all Scrapbooks are made in the prescribed regular size, have a tabulation on the first page, tabulate the news inches on each page, and submit to Dept. HQ **POSTMARKED NOT LATER THAN JUNE 1st.**

News run in Post papers which are mailed as a Post publication to members and other Post's papers as a Post publicity medium **WILL NOT BE CREDITED**. News will have to be that run in regular news channels.

TO COMPETE FOR THIS AWARD, each Post will be required to clip all news from their community news channel papers and prepare a "News Scrapbook" of such clippings.

The Scrapbook will have such clippings permanently affixed to pages of the book, and on each page will be noted the number of "news inches" of publicity for all such clippings affixed to that page. The front will contain a tabulation showing the number of pages and the amount of publicity for each page (i.e., Page 1216 inches; Page 2.....78 inches; etc.) Following the listing on this front page, the number of inches will be totaled, showing the total number of inches for publicity contained in the book.

IMPORTANT: Each scrapbook will show **ON THE COVER** the name and number of the Post, location, and names of Post Commander and Post Publicity Chairman. Scrapbooks will be of **UNIFORM SIZE**, with 8 1/2 x 11 inch paper.

Scrapbooks received on time from Posts will be given to the **Department Historian** who will determine the winner of the trophy based on the number of inches of publicity contained, provided the requirements are met. Pictures, letters, Post papers, and the like should not be included in the Scrapbook and, if they are, will not be credited in the award of the trophy.

IF REQUESTED by Posts, Scrapbooks will be returned. If no such request is made, they will be retained in the files at Dept. HQ. It is suggested that Posts requesting return have a member call at the Dept. Convention HQ office after the Saturday session when awards have been presented so they can take their Scrapbooks home.

THERE IS NO FORM TO FILL OUT -- JUST COMPLETE THE SCRAPBOOK AS REQUIRED.