

Texas State Junior Classical League

Publicity Contest

2017-2018

I. Purpose

This contest is designed to encourage all TSJCL chapters to be as active and full of JCL spirit as possible with the help of a friendly competition; to further promote the TSJCL; to help the TSJCL historian obtain the pictures, memorabilia, and information about the activities of JCL chapters in our state for use in the TSJCL scrapbook, which will be submitted at the NJCL convention.

II. Rules

1. Every TSJCL chapter is eligible to enter. It is the responsibility of the Historian of each chapter to collect the pictures and memorabilia for the state Historian, since they are already doing so for their scrapbooks.
2. The Publicity Contest is a **point system**. Everything submitted earns a certain point of value. Additionally, awards will be given for these sub-categories:
 - a. Most Creative Publicity
 - b. Most Creative Service Project
 - c. Most Creative Fundraiser
 - d. Best Article
 - e. Best Club Picture (N.B. this is not part of the Photography Contest)N.B.: these points will **not** be awarded towards Sweepstakes.
3. Any work submitted without the required components—a photo and/or memorabilia, as well as a written description—will be disqualified.
4. The required materials to enter the Publicity Contest are:
 - a. **Photographs** of club events
 - i. Please identify the school and activity
 - b. **Memorabilia** from the club's events
 - i. e.g.: a program from the NLHS induction, a napkin from a JCL dinner at Olive Garden, sign-up sheets posted in halls about the next JCL meetings, etc.
 - ii. N.B.: these can be digital scans!
 - c. **A written description or caption** of all photographs and memorabilia
 - i. e.g.:

Oct. 2 nd	The Latin club took a field trip to the San Antonio Museum of Art.
Oct. 15 th	JCL meeting after school. We elected officers and decided to sell candy as our first fundraiser. Names (L2R): Sara May, John Smith, Terra Nova, and Esmeralda Frans.
Oct. 20 th	Club flyer advertising our fundraiser.
5. Points will also be given for **articles** (not required for the contest) about your Latin club published in various types of news and online media. For articles, please send a copy of the article or a link to the webpage it is on. (N.B. this is not

part of the Website Contest) Specifics on the types of articles applicable for the Publicity Contest are included in the chart below.

6. **Publicity Contest Point System and Judging Criteria:**

- a. Photographs
 - b. Memorabilia 2 points each
 - c. Written descriptions of photos & memorabilia 2 points each
 - d. Articles
 - i. Latin club newspaper/website 3 points each
 - ii. School newspaper/website 4 points each
 - iii. Poster (digital copy) 5 points each
 - iv. Local town newspaper 6 points each
 - v. District newspaper/website 8 points each
 - vi. TV/Radio time/Podcast 10 points/10 seconds
- (maximum of 600 points)
- e. Participation in the JCL monthly service projects 10 points/project
 - f. Social media 1 point/photo posted with a caption and **#tsjcl2018**

7. Television and radio article entries:

- a. must be accompanied by a letter that states the content and length in minutes and seconds
- b. must be signed by an employee of the station for proper verification

8. Social media entries:

- a. points will be awarded for photos posted to social media that are pertinent to the JCL, the classics, and your Latin club
- b. for social media points to be awarded, the submission must have links to the social media profile(s), and **#tsjcl2018** must be included in the post or caption of the photo.

9. 5 additional points will be awarded to each club that wins the photo of the month contest.

III. **Submission:**

All materials must be submitted to the TSJCL Historian by March 21, 2018. All submissions must include the school name, sponsor name, and sponsor contact information. Both physical and electronic submissions are allowed, but since this year's TSJCL scrapbook will be in a digital format, **electronic submissions are preferred.**

For electronic submissions, please email all digital files to: historian@tsjcl.org
AND dill@tsjcl.org.

For physical submissions (USB drives, CDs, DVDs), please send the materials via post to:

Emma Buechler c/o Ms. Lauren Dill
5901 Southwest Parkway
Austin, TX 78735

IV. **Any questions concerning Publicity Contest rules should be directed to:**

Emma Buechler
TSJCL Historian
historian@tsjcl.org