**Outstanding Public Relations Award**

The Outstanding Club Public Relations Award is presented to the Circle K club that has distinguished itself above all others in the Pennsylvania District in the areas of community and club public relations.

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| Circle K Club of |  |

**Guidelines**

* Read and adhere to all information mentioned in the Awards Overview in the District Convention Mailing and this form. **Not adhering to items in the guide will lead to disqualification.**
* The time covered by entries should be from April 1, 2024, to the start of District Convention.
* One (1) award is presented at the District Convention.
* Total Points of the Award – 100 points
	+ Internet presence 45 points max
	+ Club communications 35 points max
	+ Creativity and quality 20 points max
* Completed award forms must be submitted before judging at District Convention starts to the judges or District Administrator.

**Signatures**

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| **Position** | **Print Name** | **Signature** | **Date** |
| Circle K Club President |  |  |  |
| Circle K Club Secretary |  |  |  |

**Internet Presence**

|  |  |  |  |
| --- | --- | --- | --- |
| Social Media | Handle | Points | Subtotal |
|  |  | 5 points |  |
|  |  | 5 points |  |
| Subtotal (10 points) |  |

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| --- | --- | --- |
| How often do you update your social media? (pick one) | Points | Subtotal |
| Twice a month | 4 points |  |
| Once a week | 10 points |  |
| Social media posts support/examples (1 point each) | 4 points |  |
| Subtotal (14 points max) |  |

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| Was your club featured in CKI or District social media or CKI emails (bonus)? | Points | Subtotal |
| Yes | 5 points |  |
| Subtotal (5 bonus points max) |  |

**Club Communications**

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| --- | --- | --- |
| How often do you communicate to your members through email, Slack, GroupMe, etc. (excludes newsletters)? (pick one) | Points | Subtotal |
| Twice a month | 6 points |  |
| Once a week | 10 points |  |
| Club communications support/examples (1 point each) | 2 points |  |
| Subtotal (12 points max) |  |

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| Newsletter |
| Did your club publish a monthly newsletter? | 5 points |  |
| Did your club send the newsletter to all members, advisors, Lieutenant Governor, District Editor, District Governor, and District Administrator? (if applicable, 1 point each) | 6 points |  |
| Newsletter support/examples (5 points each) | 15 points  |  |
| Subtotal (26 points) |  |

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| Other Publications |
| Did your club submit articles to *The Krier*, school newspaper, or the local newspaper? | 3 points |  |
| Other publications support/examples (5 points) | 3 points  |  |
| Subtotal (6 points) |  |

**Creativity and Quality**

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| How well has your club incorporated the following components in your posts and publications? |
| Design/creativity | 20 points | Judges to score |
| Grammar/spelling | 6 points |
| Accuracy/quality of information | 3 points |
| Promotion of District and/or International Initiatives | 3 points |
| Subtotal (32 points) |