

Texas State Junior Classical League

Publicity Contest

2023-2024

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 2023-2024 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.
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; 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 upcoming 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. 2nd The Latin Club took a field trip to the San Antonio Museum of Art.

Oct. 15th JCL meeting after school. We elected officers and decided to sell candy as our first fundraiser. Namers (L2R): Sara May, John Smith, Terra Nova, and Esmeralda Frans.

Oct. 20th 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: 2 points each
- b. Memorabilia: 2 points each
- c. Written descriptions of photos & memorabilia: 3 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: 10 points/project
- f. Social media: 1 point/photo posted with a caption (maximum of 100 points).

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/or your Latin club.

- b. for social media points to be awarded, the submission must have links to the social media profile(s).
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 08, 2024**. All submissions must include the school name, sponsor name, and sponsor contact information. Both physical and electronic submissions are allowed.

For electronic submissions, please email all digital files to:

historian@tsjcl.org **AND** herringc@lisd.net

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

Arjun Jaana and Courtney Herring
Hebron HS
4207 Plano Parkway
Carrollton, TX 75010

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

Arjun Jaana, TSJCL Historian
historian@tsjcl.org