

## **Rules for Public Relations**

1. Each Petit Salon is to save three (3) copies of each clipping - one to be retained for Petit Salon, two for Public Relations Chairman Departemental (or L'Archiviste Departementale) who in turn sends one copy to the National Public Relations Chairman. In counting the number of inches of Public Relations, do not include name of paper. Measure width of column and multiply by length for total inches.
2. Each Departemental Public Relations Chairman is to send copies of all bulletins sent by her within her Departemental to the National Public Relations Chairman.
3. Send all Public Relations items for Le Chapeau National Public Relations Book, with copy of all bulletins and MONTHLY REPORTS to: (Name and Address of National Public Relations Chairman.)
4. Judging of Departemental Public Relations Books is to be done using the same rules observed by National, that is, at least three (3) judges to be appointed by Departemental Public Relations Chairman, and judging should be completed prior to opening of La Marche Departementale. In selecting judges, they shall be persons with knowledge of art, newspaper work, or just persons interested in our Eight and Forty organization. Awards for Petit Salon Public Relations Books are given only in Departemental. The Public Relations Book year is from May 1st (Yr.) to April 30th (Yr.)
5. Departemental Public Relations Book Chairman desiring to enter a book in competition for the National Awards, should send the Departemental Public Relations Book to Le Demi Chapeau National of her respective Division by July 1st (Yr.)
6. Le Demi Chapeau National of the Division shall return the Public Relations Book to each Departemental, either to the Chapeau or Public Relations Chairman as per instructions from Departemental, by insured or registered mail, money or check having been sent by Departemental Chairman to handle return mailing charges.
7. The winning Public Relations Book in each Division shall be the responsibility of Le Demi Chapeau. The winning entries only shall be forwarded to the National Public Relations Chairman, "all other entries are to be returned to the respective Departemental", after La Marche Nationale. She shall notify the winning Departemental that its entry is to be entered in National competition.
8. The National Public Relations Chairman will arrange the judging prior to the opening of La Marche Nationale by three (3) disinterested parties.
9. The National Public Relations Chairman shall send the name of the National winner to the Awards Chairman by the deadline date as set by the Awards Chairman.

## Rules of Judging of Public Relations Books

1. Most complete coverage of organization's programs. 65%.

The point to be considered in Public Relations is that which emphasizes the Eight and Forty programs, not the personal Public Relations. This is to encourage development of the programs as recommended to Les Petits Salons and Departementaux.

2. Originality, neatness in appearance and arrangements of clippings. 25%.

These clippings are to be an original or copy of published articles, whether in a newspaper or magazine, with title of article and date included. Do include the pictures and measure print under it. These add to the attractiveness of the Public Relations Book and also call attention to the article in print.

3. Size and type of book to be used is left to the discretion of Chairman. Loose-leaf note folder with white sheets or official scrapbooks are acceptable.

4. Cover/Front Page. 10%.

The front page shall have Salon, Departemental, Chapeau and Public Relations Chairman's names. For added attraction: a snapshot -not from a publication - of Le Chapeau may be added for completeness. This may be a black & white or colored amateur snapshot. The lack of this photo will not disqualify you for recognition.

5. Public Relations Book Chairman desiring to enter a book in competition for the National Award, should send her book to Le Demi Chapeau National in her respective Division by July 1st, (Yr.)

Namely:	Central	(Name and Address)
	Eastern	(Name and Address)
	Southern	(Name and Address)
	Western	(Name and Address)

Money order or check should be sent to Le Divisional Demi Chapeau National at the time the Public Relations Book is sent from Departemental to cover return handling charges. This is in conformity with Marche Nationale regulations.

An annual report shall be submitted to the Chairmen of The Annual Book of Reports by the date designated with copies to Le Chapeau National, La Secretaire Nationale and L'Archiviste Nationale. Le Chapeau's Public Relations Book shall be presented to Le Chapeau National at La Marche Nationale.

ALL pertinent papers shall be sent to the newly appointed National Public Relations Chairman within fifteen (15) days following the close of La Marche Nationale.