

NINETY-NINES SOUTHWEST SECTION
ANNUAL PUBLIC RELATIONS COMPETITION

POINT SYSTEM

There are two parts to the point system: Media Publicity and Public Relations. For each activity participated in by the chapter, points are awarded according to the scale system below. For example, if a chapter was highlighted in a national magazine article, it would be awarded 6 points for each such accomplishment.

PART I – Media Publicity

Appearances in media that result in dissemination of information to attract public notice without paying for the publicity.

<u>Points</u>	<u>Media</u>
10	Network or Syndicated National TV Talk Show (e.g., The Today Show, Oprah)
9	National TV News Segment
8	National Radio
7	National Cable TV (e.g., CNN, Nickelodeon)
6	National Magazines
5	Local TV Broadcast
4	Local Radio Broadcast
3	Local Daily Newspaper – Feature Section or Events Calendar
2	Local Access Cable TV, National Trade Publication
1	Weekly Paper

PART II – Public Relations

Events and activities that establish a favorable relationship with the public.

<u>Points</u>	<u>Types of public relations</u>
10	Dynamic websites with measured hits and solid links driving new interest
9	Air tours and presentations to government officials
8	Fundraising events (e.g., dime-a-pound rides)
7	Fly-in and air shows (chapter participation)
6	Presentations (i.e., to students, Girl Scouts, Rotary clubs, FAA, etc.)
5	Interactive displays/exhibits (e.g., airport days, county fairs, career fairs, etc.)
4	Static displays/exhibits (e.g., airport days, county fairs, career fairs)
3	Air racing, poker runs, proficiency flights
2	Safety programs (e.g., flying companion seminars posted with the FAA)
1	Posters, brochure distribution, direct mail pieces, cookies to towers