

Portfolio Contest

Deadline: June 1st, 2019

At National Convention, trophies will be given to the best entry in these 8 categories*:

1. Media (not including school media)
2. School Affiliated Media
3. School Affiliated Posters/Displays outside of school
4. Posters/Displays at school
5. Miscellaneous
6. Best Club Swag
7. Best Recruitment Presentation
8. Best Portfolio. (3 places will be given)

To be eligible for the top trophy categories, schools need to submit their best entry (*only one for each category*) and submit their portfolio either through a shared Google document or by PowerPoint. These will be submitted to publicrelations@njcl.org and vp1@njcl.org. Portfolios must be submitted no later than June 1, 2019. Any submitted after this date will not be judged.

Each item in the portfolio must include a picture or workable link and should include a description of the event and any pertinent information up to 150 words. Your description shows the judges why your publicity is important and impactful. Judges want to read your descriptions. This is the place to brag about why your publicity is the best. Tell the judges information such as how many people saw your publicity, did you do a large amount of something e.g. 100 t-shirts or 500 candies with your logo on it, how well was your publicity received by the public, etc.

When submitting your school's portfolio, make sure each entry is clearly labeled for category, and each entry is in order for the categories above.

Any falsification of entries by a school will result in that school being ineligible for the entire contest for that year.

Judging will be done by a panel of judges using the following rubric:

Impact, Originality/Creativity, Quality of Content, Appeal, and Effort

Monthly Contest

Deadline: the 15th of each month (beginning in September)

In addition, the NJCL will recognize outstanding promotions on a monthly basis. The monthly contest is a separate contest from the chapter portfolio contest. The chosen item(s) will be posted on social media and put on the NJCL website in recognition of outstanding publicity. The Monthly Contest will run September through June. This year, winners will be emailed certificates that can be printed out.

The categories* for the monthly contest are almost the same as the Portfolio Contest:

1. Media (not including school media)
2. School Affiliated Media
3. School Affiliated Posters/Displays outside of school
4. Posters/Displays at school
5. Best Club Swag
6. Best Recruitment Presentation
7. Miscellaneous

How to submit monthly items (1 per category limit):

Email your items to publicrelations@njcl.org and vp1@njcl.org with Monthly Promotion Contest in the subject line including the following information:

- State
- School
- Teacher's name
- Date of item
- Description of item (up to 150 words)
- Item for consideration (links/uploads are appropriate)

Note: All items submitted must have been produced after June 1st, 2018.

***DESCRIPTIONS OF CATEGORIES:**

- **Media/School Affiliated Media** includes newspapers, radio, TV, articles on websites, podcasts.
- **Posters/Displays in and out of school** includes displays at special events, displays, window signs, banners, or marquees.
- **Best Club Swag** includes club clothing, keychains, stickers, etc. Basically club made items that have your club name or JCL on them. All items must have been made/ordered by your club. Items purchased from others at State, Nationals, etc. cannot be used.
- **Best Recruitment Presentation** includes presentations done on or off campus for the purpose of recruiting students. This category also includes presentations that promote Latin.
- **Miscellaneous** includes publicity and promotions not included in other categories. This can include parade floats, telephone answering messages, flyers, promotional materials, decorated items such as pumpkins, bookmarks.

N.B. Since we now have the [Social Media Contest](#), [Programs and Activities Contest](#), [Website Contest](#), and [Community Service Contest](#), items such as websites, social media, club activities, and community service will no longer be contained within this contest. If you have any questions, please contact the 1st Vice President, Aleah Malik, vpl@njcl.org before submitting entries.