

PoP Publicity Competition

Terms & Conditions

1. Purpose of the Competition

The aim of the competition is to encourage increased publicity of the work of the PoP throughout the county.

2. Possibilities

Each of the seven borough and district youth councils should aim to promote everything they do, to improve knowledge of the PoP in the county's young people. This can be done through face-to face contact, the media, posters, the internet – anything.

3. Points System

For every piece of publicity, points will be awarded to the youth council that created it. These points will be counted up at each monthly CYCLE Meeting, and prizes will be awarded to the area with the most points. **Publicity means prizes.**

- i. Points will be weighted depending on the number of young people they interact with.

4. Points per Publicity Item

Below is a list of the different points available for different methods of publicity.

- i. Local Newspaper/Magazine – 5 pts per inch
- ii. Local Radio – 1 pt per second
- iii. Local TV – 15 pts per second
- iv. National TV – 60 pts per second
- v. Poster in a public place – ½ pt per poster
- vi. Stall/Stand at Event/Out in Public – 25 pts per hour
- vii. School Assembly – 10 pts per hour
- viii. Jitty Article – 3 pts per item
- ix. Slot in Newsletter – 3pts
- x. Large Banner etc in a Public Place – 25 pts per Day
- xi. Specific Young Person's Event – 2 pts per young person attending

5. Specific Rules Regarding Methods

- i. A 'Local Newspaper/Magazine' is one that is available in **more** than one shop, or delivered to **at least** one full neighbourhood. 5 points will be awarded for **each** square inch, including text and pictures. Points will be re-awarded for each new issue printed.
- ii. 'Local Radio' is a station that can be tuned in to from a private house, i.e. **not** a school or hospital radio station. Points will be re-awarded for **each** broadcast, i.e. in a repeated news bulletin up to a maximum of eight times per day.
- iii. 'Local TV' is any **local** programme i.e. East Midlands Today. Points will be re-awarded for each broadcast, i.e. in a repeated news bulletin up to a **maximum of eight times per day.**
- iv. 'National TV' are **only** the following channels: BBC 1 & 2, ITV1, Channel 4, Five, Sky

One. Points will be re-awarded for each broadcast, i.e. in a repeated news bulletin up to a **maximum of eight times per day.**

v. A 'Poster' is any sheet of size A4 or larger **created by the youth council.** Half marks will be awarded to sheets of less than A4. All posters **must** be designed with young people in mind, and **must** advertise the youth council or its activities specifically, i.e. not a logo on a poster created by another group. A 'Public Place' is a place where **at least** 50 young people will pass per day. For flyers/handouts, 1 point will be awarded for each 5 given out.

vi. A presence in public **must** be one that the youth council has organised for itself, i.e. market stall, town centre stall. It also includes stalls at other organised events, i.e. festivals, carnivals. Points will **not** be awarded for simply having members helping out at other stalls, the purpose of the presence must be to publicise the youth council. Points will **only** be awarded if the event interacts with young people (13-19) **throughout** its time. Points will **not** be awarded for fundraising (or any other) event unless a **specific focus is** placed on publicity, i.e. you must have an information stand if you are doing bag packing. An 'hour' is a **complete** hour, i.e. points will not be awarded for 45 minutes. Points will **not** be awarded for packing up/cleaning away time or travelling time, **only** for the time spent interacting with young people.

vii. An 'assembly' counts as a presentation **by youth council members** of at least one minute. Points will be re-awarded for **each** and **every** presentation given. The audience must be a minimum of **100 young people.**

viii. A 'Jitty Article' is one **written** by young people and posted in to the Youth Council news feed at <http://www.thejitty.com/yc/news>. Points will be awarded for each **new** article, articles **must not** be re-posted. Each article should be a minimum of **fifty words.** There is **no limit** to the number of articles you can have. It is advised that any article written is submitted to borough/district council press department to be circulated within the local press for increased points.

ix. A 'newsletter' is anything created by a **local organisation** that does not meet the requirements of a 'local newspaper' in point (i). A 'slot' is a section **publicising the youth council** of any size.

x. A 'large banner' is anything with at least **one side** of more than 1 metre. A 'Public Place' is a place where **at least** 50 young people will pass per day.

xi. A 'specific young person's event' is any event **created by the youth council** to benefit young people, i.e. conferences, battle of the bands, activity days. A 'young person' is anyone **aged 11-19.** For large scale events, estimated figures will be accepted.

6. Evidence

Evidence should be collected at each and every item of publicity. Items/Events without evidence will not be awarded points. Below is a list of the proof required.

i. A cut-out or photocopy of each article, with date and name of newspaper clearly shown.

ii. A report providing an outline of the content of the broadcast, the length of the broadcast, the name of the radio station, and date and time of each repeat/broadcast.

iii. A report providing an outline of the content of the broadcast, the length of the broadcast, the name of the TV station, and date and time of each repeat/broadcast.

- iv. A report providing an outline of the content of the broadcast, the length of the broadcast, the name of the TV station, and date and time of each repeat/broadcast.
- v. A list must be provided of the rough location and number of posters in each location, i.e. '12 posters at Leicester College'
- vi. A report must be provided giving details of the event, plus the time, date and location, plus a photograph.
- vii. A report must be provided giving details of the assembly, plus the time, date and location.
- viii. We can check these ourselves.
- ix. A cut-out or photocopy of each article, with date and name of newsletter clearly shown.
- x. A photograph of the banner should be provided, plus details of length of showing and location.
- xi. Photos must be provided showing attendees/crowds, plus details of date, time and location; plus the phone number of a youth worker present.

7. Declaring Publicity

- i. Points will only be awarded in one category for one event, i.e. while a conference might count as (vi) and (xi), points will only be awarded for one. Youth Councils may choose which they want to submit.
- ii. Publicity must be declared at each CYCLE meeting by means of a written report. All publicity **must be written down** with evidence requested above.
- iii. Points will only be given to publicity taken place after last meeting, i.e. if you did an assembly at the start of June, you must declare it at the next meeting (the June meeting). You cannot declare it at the July meeting.

8. Enforcement

- i. Spot checks will be taken on all evidence submitted; we will choose random publicity items to verify. I.e. we will randomly call radio stations to check that a certain bulletin was actually broadcasted.
- ii. Cheating is unacceptable. **Any youth council found to be cheating or declaring publicity they haven't actually done will have their total score returned to zero.**
- iii. If anyone believes another youth council may be cheating or wishes to dispute points, the complaint should be made to CYCLE's Chair.
- iv. Any new publicity methods not listed above will be considered for points relative to the young people they reach.

9. Prizes

- i. Every month the youth council who has publicised themselves the most will receive a small prize.
- ii. The youth council with the most points at the March AGM 2011 will be awarded a day-out for their youth council (a budget will be allocated). Arrangements for this will be discussed with Malcolm in 2011.