

2013/14 Wing PR RETURN RULES - UPDATED Nov13

1. The current Mills Trophy Wing PR competition will be based on Squadron Monthly Media Reports covering Jun 2013 ~ May 2014 inclusive.
2. In an attempt to encourage individual Squadrons to take a more active part in both the Wing and Regional PR activity the points system being used for the 2013/14 wing competition has been changed to reflect a scoring matrix based on that of the Regional competition. This scoring scheme provides for rewarding points on a sliding scale dependant on the level of publicity achieved.
3. The Wing competition will however include points for the following items which are not included within the Regional scoring matrix:
 - a. Submission of Squadron Monthly Media Reports
 - b. The number of column inches published within recognised publications.
4. A full list of the new Mills Trophy Wing PR competition-scoring matrix is attached. Please note that points will be awarded at the discretion of the WMCO for any PR activity not specifically covered by the scoring matrix.
5. The ongoing Regional PR league table for Squadron PR can be seen on the Regional Web site: www.centraleast-atc.org.uk/ Region's report runs from the 22nd of the month to 22nd of the following month. Late submissions incur a 5-point penalty. The Wing report, which is a consolidation of the returns sent by Squadrons on the 19th of the month will go to Region on the 21st of the month.
6. The WMCO will register all identified Squadron media activity within the Wing's monthly report to Region however Squadrons must submit their Monthly Media Reports to the WMCO in order to gain points within the Wing competition. No report no points.
7. Squadron MCO's are reminded to use the new monthly PR returns form (see attached)
8. Copies of all published articles must be included as part of the squadron media report. In order to enable the WMCO to calculate the number of column inches all scanned or photocopied articles must be marked up with the dimensions of the original publication. Evidence of TV or Radio broadcasts, date, time, photographic record etc must be provided. Copies of Squadron or Wing web site articles need not be sent in with your monthly returns. A note on the Monthly Return form, to the effect that you have a new article published on your Squadron site or the Wing Web site, will suffice.
9. If you publish on your Squadron web site, then its web address should also be given on the form. Random checks will take place to ensure authenticity. In the case of Wing site articles, the Webmaster will automatically check these.
10. All Articles MUST conform to ACP50. Squadron submitted articles that breach clothing, sensibilities or ATC standards/rules must not be published. This includes photographs.
11. Ideally, if you can scan the copies of your articles then electronic monthly returns to my e-mail address are preferred.

Paul Hincks
Flt Lt
Wing MCO.

Warwickshire & Birmingham Wing Mills Trophy PR competition-scoring matrix

Medium	Notes
Sqn Web Site	Article on an ACO recognised Sqn website 1 Points + 1 Points for inclusion of photo(s)
Any Social Network Site	Article on a Social Network site (Excluding Twitter) 1 Point + 1 Point for inclusion of photo(s)
Attendance at a public event i.e. Recruiting stand	2 Points – Copy of approved Participation in Public Events Form MUST be provided as evidence.
Wing Web Site	Article accepted on an ACO recognised Wing website, based on a squadron supplied press release - 5 Points + 5 Points for inclusion of squadron supplied photo(s)
Regional Website	Article accepted, based on a squadron supplied press release - 10 Points + 10 Points for inclusion of squadron supplied photo(s)
Air Cadet Magazine, ACO or CVQO Website	Article accepted based on squadron supplied press release - 15 Points + 15 Points for inclusion of squadron supplied photo(s)
Pictures published in RAF/ACO Calendars or Annual Reports or major RAF/ACO/CVQO website	50 Points for the inclusion of each squadron supplied photo applied for on one occasion only (per picture).
Pictures entered in the RAF Photo Comp	10 Points for the inclusion of each squadron supplied photo in the competition
Placings in the RAF Photo Comp	50 Points for 1 st place, 40 points for 2 nd place, 30 points for 3 rd place
Article in RAF News, RAFA Air Mail Stn Web Site RBL In Touch An 'In House' Magazine	Article accepted based on squadron supplied press release - 15 Points + 15 Points for inclusion of squadron supplied photo(s)
RAF Website MOD Website	Article accepted based on squadron supplied press release - 30 Points + 30 Points for inclusion of Squadron supplied photo(s)
Newspapers Magazines	Local publication based on a squadron supplied press release -10 Points + 10 Points for inclusion of squadron supplied photo(s) National Publication based on a squadron supplied press release - 50 Points + 50 Points for inclusion of squadron supplied photo(s) Points will be awarded for general article produced by others e.g. the publication not produced by the Sqn if the Squadron is specifically mentioned by number or name however column inches will only be granted for that part of the article specifically covering the Squadron.
Printed column inches	1 Point for every hard copy column inch or part of, published in a recognised publication, Newspaper Magazine etc. Squadron must be mentioned by number or name. Copies of all published articles must be included as part of the squadron media report. In order to enable the WMCO to calculate the number of column inches all scanned or photocopied articles must be marked up with the dimensions of the original publication.
Radio including websites	Local – 25 Points; National – 100 Points
Television including websites	Regional – 50 Points; National – 100 Points. Evidence of TV or Radio broadcasts, date, time, photographic record etc must be provided.
Submission of Monthly Media Report	1 Point
All returns would need to be verified by WMCO	No monthly returns or evidence - no points

**Warwickshire & Birmingham Wing Monthly Media Report
2013/14 Returns Form**

Wing MCO: 07790290273(M) – Flt Lt Paul Hincks - Email: paul@hincks11.freeserve.co.uk

Month:2013/14. FromSquadron

Sqn MCO..... Sqn Web Site.....

RETURNS TO WING MCO by 19th day of the month. NIL returns requested.

Event / Subject	Date of Publication	Name of the Media Articles were Published or Broadcast	Photographs Y/N	Number of Column inches printed (if applicable)

Notes:

- Copies of external Published articles must be provided (To verify hard copy column inches printed scanned or photocopied articles must be marked up with the dimensions of the original publication.).
- Radio/TV interviews assumed to be 'live' or broadcasted.
- Ensure you provided the name of the newspaper, web site or broadcaster who published the article.
- Do not send copies of your Press Releases, only those articles published.
- Copies of Wing Approvals for Public Events must be attached to your Return or no points.
- For the full breakdown of the points system see the latest Mills Trophy PR competition-scoring matrix