

## CHAPTER XX PUBLIC RELATIONS

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### A. PUBLICATIONS

1. The Public Relations and Communications Division shall produce and make available, either on the association's official web site or through club supplies, the Club Public Relations Chairperson's Guide and the District Public Relations Chairperson's Guide as indicated.
  - a. Club Public Relations Chairperson's Guide (Web site and club supplies)
  - b. District Public Relations Chairperson's Guide (Web site only)
2. An updated list of films and slide presentations shall be published and made available to Lions clubs and districts upon request.
3. A list of publications available from international headquarters shall be updated every year and made available upon request to clubs and districts.
4. The incoming international president's program shall be published in the July/August issue of Lion Magazine, and made available for download from the association's official web site. A printed copy shall be mailed or given to all members of the International Board of Directors; to all council chairpersons; to all incoming district governors (who are not council chairpersons); and to all certified candidates for international office.

### B. OFFICER AND DIRECTOR

#### PUBLICITY MATERIALS

1. Candidate Biographies. A biographical information form shall be sent to all candidates for international office as soon as they are certified. Using the information contained on the form, the Public Relations and Communications Division shall prepare a short biography and send it to the candidate for approval. If the candidate is elected, the approved biography will be the official biography of the officer or director during the following fiscal year. The official biography will also be used as the basis for an election news release, to be sent immediately after the convention to the local media specified on the biographical information form. Biographical information forms and biographies of unsuccessful candidates shall not be retained.
2. Current Officer and Director Biographies. Prior to the international convention, official biographies on file shall be sent to all officers and directors who will be continuing in office for their review and possible changes. After the updated

biography is prepared, the previous biography shall be removed from the file and destroyed.

3. **Publicity Photographs.** All candidates for international office shall be required to send three color photographs suitable for publicity purposes at the same time they send their biographical information form. The photograph must be color, no smaller than 3-1/2 x 5 inches and no larger than 8 x 10 inches, and shall be provided at the candidate's expense. Additional copies needed for legitimate association purposes shall be made at the association's expense. Photographs of unsuccessful candidates shall not be returned.
4. **Presidential Photographs.** The following photographs of the incoming international president shall be made at the association expense:
  - a. A black and white and a color portrait suitable for general publicity purposes.
  - b. A 20 x 24 inch color portrait, to be displayed at international headquarters during the president's term of office, and returned to him/her at the end of his/her term.
  - c. An 8 x 10 head and shoulders color portrait for hanging in the Past Presidents' Gallery at International Headquarters.
5. **National Anthems.** The Public Relations and Communications Division shall maintain a cassette-tape file of the national anthems of all officers and directors.
6. **International Visitors Kit.** Upon request from the Travel and Administrative Services Department or the host Lions, the Public Relations and Communications Division shall send an International Visitors Kit to the host Lions as an aid to publicizing an international speaker's visit. It shall include the following materials: three copies of the speaker's biography; three photographs; an official protocol manual; the speaker's national anthem tape, if different from the host country; table-top flag with stand of the speaker's country, if different from the host country; suggestions for obtaining local publicity; and including a letter asking the host Lions to encourage the visitor to speak on and/or answer questions related to youth programs.
7. **Publicity Materials for Past Officers and Directors.** Every five years, the Public Relations and Communications Division shall send a copy of their file biography and photograph to all past international officers and directors. At their option, they may update either the biography or photograph or both. The Public Relations and Communications Division will file the new material, but will make copies only to respond to specific requests.

## **C. AUDIO-VISUAL MATERIALS**

1. The Public Relations and Communications Division shall produce videos and slide presentations on relevant subjects and make them available through the Club Supplies Catalog at the lowest possible price.
2. The video produced each year of the incoming president's international program shall be provided at no charge to district governors and members of the International Board of Directors in the appropriate official language.

## **D. CONTESTS**

The Public Relations and Communications Division shall supervise the following contests, with judging at the international convention under rules established by the Public Relations Committee. Winners will be announced at the final convention session and their names printed in a subsequent issue of Lion Magazine.

1. Photography Contest. (See Exhibit A-I)
2. International Newsletter (Bulletin) Contest. (See Exhibit A-II)
3. International Trading Pin Contest)  
(See Exhibit A-III)
4. International Friendship Banner Contest. (See Exhibit A-IV)
5. PR Idea Contest. (See Exhibit A-V)
6. International Web Site Contest  
(See Exhibit A-VI)

## **E. OFFICIAL PROTOCOL**

The official protocol of The International Association of Lions Clubs shall be as shown in Exhibit B.

## **F. AWARDS**

### **a. Lion Awards**

1. **Ambassador of Good Will.** The international president may present up to 35 (increase by 5 awards for Lion year 2006-07 and 2007-08 and 2008-09) ambassador of good will awards. The number of awards presented shall be reviewed from time to time by the Public Relations Committee. Lions who receive the award will be ineligible to receive it again. The award shall consist of a gold medal of the official Lion symbol with gold and purple neck ribbon, and a smaller lapel pin version thereof and a suitable plaque. Complete records of awards given shall be maintained at Lions Clubs International headquarters. The

president shall present the award in person whenever possible, but may delegate the presentation to one of the international vice presidents if conditions make it impossible to present it in person. He/she shall have 60 days after his/her term of office ends to present all awards, except that awards presented after his/her term ends must be presented by him in public and in person. All awards not presented within this period and under these conditions shall be considered null and void. Lions receiving the Ambassador of Good Will Award become ineligible for other presidential awards, with the exception of directors and board committee appointees serving with the international president during his or her term, and Lion appointees to special assignments, such as area forums. This award shall not be given posthumously, except in cases where such person was designated to receive such award prior to death.

2. **Presidential Award.** The International President may present up to 1125 presidential awards during his/her year in office. Requests for increases over and above this number will be considered on a case by case basis. All awards should be given during the president's term of office, but in no case later than 60 days after the end of his/her term, unless by agreement with the succeeding international president. The award shall consist of a medal and chest ribbon of a design approved by the international president, and shall be accompanied by a suitable letter. Complete records of awards given shall be maintained at Lions Clubs International headquarters. All awards not presented within this period and under these conditions shall be considered null and void.

This award shall not be given posthumously, except in cases where such person was designated to receive such award prior to death.

3. **International Leadership Award.** The international president may present an appropriate medal to those Lions and Leos who, in his/her judgement, have made a significant leadership contribution during his/her year in office. He/she may present up to 1280 awards during his/her year in office. Requests over and above this number will be considered on a case by case basis. The number presented shall be reviewed from time to time by the Public Relations Committee in conjunction with the Executive Officers. All awards should be given during the president's term of office, but in no case later than 60 days after the end of his/her term, unless by agreement with the succeeding international president. This award shall not be given posthumously, except in the cases where such person was designated to receive such award prior to death.
4. **Lion Recognition Medal.** An appropriate medal shall be presented by the International President (or an appointee of the International President) to Lions who distinguished themselves in a disaster relief effort, lifesaving endeavor, or a service activity deemed otherwise appropriate by the International President. No more than 75 medals shall be awarded per Lion year. The medal will consist of a gold medallion, with the Lions Clubs International logo in the center, and the words "Lion Recognition Award" framed around the top of the medallion, and laurel leafs framing the bottom rim. The medallion hangs from a chest ribbon, consisting of one blue and one gold vertical stripe, and will be accompanied by a

suitable letter. A nomination letter, with a brief narrative outlining the respective achievements of the nominee, shall be submitted to the President's office at Lions Clubs International headquarters. Nominations will only be accepted from Executive Officers, International Directors, Board Appointees, Past International President and Past International Directors.

5. **International Director Recognition Award.** An appropriate plaque shall be presented by the international president to international directors at the conclusion of their term of office.
6. **International President's Certificate of Appreciation.** The international president may present an appropriate certificate of appreciation to those Lions and Leos who, in his/her judgment, have performed a significant service to Lionism during his/her year in office. There is no limit to the number of such certificates that may be presented.

**b. Lion/Non-Lion Awards**

1. **Humanitarian Award.** The award may be given to an individual or group for substantial humanitarian accomplishment, with the specific criteria for the award to be decided upon after consultation with the international president who will present it. Nominations may be made by Lions or non-Lions. A call for nominations shall be included in the first issue of the "Leadership Update" every year; and sent to appropriate non-Lion media at the same time, but no person may nominate himself or herself. All nominations shall be submitted on a form to be provided upon request. For cash award, if any, nomination must specify how the funds will be used. If possible, nominee should agree to accept the award in person at the international convention. Deadline for nominations shall be December 31, prior to the convention at which the award will be presented. Nominations shall be reviewed by the LCIF Executive Committee and the international president. They shall choose three finalist nominees from among the nominees for approval by the LCIF Trustees no later than the March-April meeting, and shall also recommend the amount of any cash grant. After approval by the trustees, the final choice shall be made by the international president.
2. **Lion Medal of Honor.** This award shall be awarded posthumously, at the discretion of the international president. No more than 15 medals shall be awarded per Lion year. Lions and non-Lions who have distinguished themselves through extraordinary humanitarian effort, as determined by the international president, are eligible. This award will not be given to individuals who have received the Ambassador of Goodwill. The award shall consist of a gold plated medal medallion, with an interior lapis blue border, and gold outside border, descending from a blue chest ribbon. The medallion will consist of a laurel wreath surrounding the interior, the official Lion logo affixed top center, the words "medal of honor" directly below the logo and Latin inscription "honor super omnia" bottom center. The president shall present the award in person (whenever possible) to the next-of-kin, but may delegate the presentation to an appropriate representative of Lions Clubs International if conditions make it impossible to

present it in person. Nominations may be made by Lions only. All nominations shall be submitted on a form to be provided upon request.

3. **Lions Clubs International Foundation (LCIF) Friend of Humanity Award.** The international president or LCIF chairperson may present up to 50 LCIF Friend of Humanity awards. Lions who receive the award will be ineligible to receive it again. The award shall consist of a gold medal featuring the dove of peace over an olive wreath field and the logo of Lions Clubs International Foundation with the words “Friend of Humanity” directly below the dove descending from a gold chest ribbon. Recipients may be nominated or recommended by any Lion member or be nominated directly by the international president or LCIF chairperson. All nominees shall be reviewed and approved by the LCIF chairperson prior to the award being presented by the international president. The international president may allow the LCIF chairperson to present this award to individuals, when appropriate.
4. **Head of State Medal.** This award may be given at the discretion of the international president to national heads of state or heads of government in recognition of the government’s support of Lionism, to encourage further cooperation, and to establish rapport at the time of the president’s visit. The award shall consist of a medal featuring a globe on a blue cross with red chest and neck ribbons, and an appropriate certificate over the president’s signature. The award can be given only once to an individual incumbent. Complete records of awards given shall be maintained at Lions Clubs International headquarters. The president shall present the award in person whenever possible, but may delegate presentation to one of the vice presidents in special circumstances.
5. **Medal of Distinction.** This award may be given at the discretion of the international president to prime minister (when they are not head of state), governors or other persons designated by the president to have similar status. The award shall consist of a medal featuring a crossed wreath design with the Latin word “Amicitia” under a Lions emblem with a purple and gold chest, as well as neck ribbon, accompanied by an appropriate certificate over the president’s signature. Complete records of awards given shall be maintained at Lions Clubs International headquarters. The president shall present the award in person whenever possible, but may delegate presentation to one of the other executive officers in special circumstances.
6. **International President’s Medal of Merit.** This award may be given at the discretion of the international president to local government officials such as mayors or other persons designated by the president to have similar status. The award shall consist of a medal featuring a star burst design with the Latin word “Meritum” above a Lions emblem with a blue and gold chest as well as neck ribbon, accompanied by an appropriate certificate bearing the president’s signature. Complete records of awards given shall be maintained at Lions Clubs International headquarters. The president shall present the award in person whenever possible, but may delegate presentation to one of the vice presidents in special circumstances.

7. **International Order of the Lion.** This award may be given at the discretion of the international president to distinguished lay people for achievements in the humanities, science and religion. The award shall consist of a medal featuring clasped hands over crossed wreaths and jeweled Lions emblem with a purple and gold chest ribbon, accompanied by an appropriate letter over the president's signature. Complete records of awards given shall be maintained at Lions Clubs International headquarters.

**c. Explanatory Note**

1. Except with respect to an award made to a Lion in connection with a Lion activity, no Lions club, or group of Lions clubs, or district (single, sub or multiple) may grant any award, national or international in scope, except upon written approval of the award and the recipient by the board of directors or its designee. All certificates, awards, membership cards, etc., are to be prepared for the signature of the international president; and shall be translated into the appropriate language, where feasible. No Lion, Lioness or Leo award, either by presentation by the association or by sale through Club Supplies and Distribution Division, shall be introduced without approval of the board of directors.



# Lions Clubs International Contest Rules

## All Contests

1. All contests are judged by members of the Public Relations Committee of the International Board of Directors at the Lions International Convention.
2. All contest winners are announced at the Lions International Convention and published in LION Magazine.
3. Entries become property of Lions Clubs International Headquarters and cannot be returned. Lions Clubs International may use entries in any way deemed suitable.
4. The Public Relations and Communications Division at International Headquarters mails awards to all winners by September 1 following the Lions International Convention.
5. The decisions of the judges are final.
2. All clubs, districts and multiple districts must have purchased pins from a duly authorized licensee of the Club Supplies Division of International Headquarters. (Complete information is available through this division at headquarters.)
3. All pins are to be made for the purpose of trading, not resale. Any evidence that pins are being sold will automatically disqualifies them from competition.
4. The Club Supplies Division will secure and retain two samples of all convention trading pins from the manufacturer. Club Supplies personnel will then give one sample of each pin to the Public Relations and Communications Division for automatic entry into the trading pin contest.
5. Only pins received by **May 1** will be judged at that year's Lions International Convention.

## I. International Newsletter (Bulletin) Contest

*Awards: First place plaque  
Four honorable mention certificates*

1. The contest is open to all **Lions clubs and districts**. (Not multiple districts.) The above listed awards will be presented in each category.
2. Lions clubs must submit **two copies of the same issue** of its best club bulletin.
3. Districts must submit **two copies of the same issue** of its single best bulletin. Districts producing newsletters for more than one purpose or project must select **only one** for submission. (Only the first eligible district bulletin contest entry received by the Public Relations and Communications Division at International Headquarters will be considered by the judges.)
4. Newsletters must be mailed to the Public Relations and Communications Division at International Headquarters to arrive by **May 1** of the year in which they'll be judged at the Lions International Convention. **Official entry form must accompany entry.**
5. Newsletters will be judged for the quality of content, page layout, publication design and production.

## II. International Trading Pin Contest

*Awards: First place plaque  
One honorable mention certificate*

1. The contest is open to all **Lions clubs, districts and multiple districts**. The above listed awards will be presented in each category.

## III. International Friendship Banner Contest

*Awards: First place plaque  
One honorable mention certificate*

1. The contest is open to all **Lions clubs and districts**. (Not multiple districts.) The above listed awards will be presented in each category.
2. Only banners purchased during the current fiscal year through a duly authorized licensee or the Club Supplies Division will be eligible. (Complete information is available from this division at headquarters.)
3. All banners are to be made for the purpose of exchange only, not for resale.
4. Prior to the Lions International Convention, the Club Supplies Division shall get one sample of all banners ordered through Lions Clubs International and will request all authorized licensees to provide one sample of all banners produced for clubs and districts for judging in the contest. The Club Supplies Division will then deliver one sample of each banner to the Public Relations and Communications Division for entry into the contest.
5. Only banners received by **May 1** will be judged at that year's Lions International Convention.

6. Banners will be judged on quality of design, attractiveness and originality. All banner entries must display the Lions emblem as part of the design.

2. All clubs, districts and multiple districts must submit a sample hard copy consisting of 10 to 20 pages of their Web site and include the URL on the Official Contest Registration Form.

**IV. International Web Site Contest**

*Awards: First place plaque*

*Two honorable mention certificates*

1. The contest is open to all **Lions clubs, districts and multiple districts**. The above listed awards will be presented in each category.

3. Entries must be mailed to the Public Relations and Communications Division at International Headquarters to arrive by **May 1** of the year in which they'll be judged at the Lions International Convention. Official entry form must accompany entry.

4. Web sites will be judged for quality of content and design.

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**ENTRIES IN THE NEWSLETTER (BULLETIN) AND WEB SITE CONTESTS  
MUST BE ACCOMPANIED BY THE REGISTRATION FORM BELOW:**

***OFFICIAL CONTEST REGISTRATION FORM***

Please Type or Print Clearly

<b>Entry Level:</b> <i>(Circle one)</i>	<b>Lions club</b>	<b>District</b>	<b>Multiple District</b>
Club Name (if club entry)	_____		District _____
State/Province	_____	Country _____	Multiple District _____
URL Address (for Web Site Contest): _____			

<b>Entering Contest:</b> <i>(Circle one)</i>	<b>Newsletter (Bulletin)</b>	<b>Web Site</b>
Name	_____	
Street	_____	
City	_____	State/Province _____
ZIP/Postal Code	_____	Country _____
Phone:	_____	Fax: _____
E-Mail: _____		

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# LIONS CLUBS INTERNATIONAL

## Official Protocol

The following is the official protocol policy of The International Association of Lions Clubs. Only the principal speaker is required to acknowledge all dignitaries present.

### A. Order of Precedence

Lions shall be recognized in the following order:

1. International President
2. Immediate Past International President
3. International Vice Presidents (according to rank)
4. International Directors (a) (Board Appointees)\*/\*\*
5. Past International Presidents (b)
6. Past International Directors (c)
7. Chairperson, Council of Governors (a)
8. District Governors
9. Association Executive Director
10. Association Secretary
11. Association Treasurer
12. Past Council Chairperson (a)
13. Immediate Past District Governor (a)
14. First Vice District Governor
15. Second Vice District Governor
16. Past District Governor (a)
17. Multiple District Secretaries (Volunteer) (a)
18. Multiple District Treasurers (Volunteer) (a)
19. District Secretaries (a)
20. District Treasurers (a)
21. Region Chairperson (a)
22. Zone Chairperson (a)
23. District Chairperson and Coordinators and GMT/GLT Team
24. Club Presidents (a) Leaders (a)
25. Immediate Past Club Presidents (a)
26. Club Secretaries (a)
27. Club Treasurers (a)
28. Past Club Presidents (c)
29. Multiple District Secretaries (staff) (a)
30. Multiple District Treasurers (staff) (a)

\* Appointees by the International President to committees of the International Board of Directors and the LCIF Executive Committee shall be introduced and otherwise recognized before Lions who have held the same office. During introductions, their appointment shall be mentioned.

\*\* Single, sub and multiple district constitution and bylaws or local customs and practice may alter the order of precedence and/or content of numbers 4, 5 and 13 through 30 and in order to include recognition of past board appointees.

Explanation of notes used above:

- (a) When more than one is present, they shall be recognized according to the Roman alphabetic order of the first letter of their fully used family name. If the first letter is the same, go to the second letter, and so on. If the last names are identical, the same process should be followed with the first given name; if these are the same, then the middle name. In the unlikely event that the two names are identical, the one with the longest association membership shall be given precedence.
- (b) When more than one is present, the one who served most recently is given precedence, and so on.
- (c) When more than one is present, precedence should be the same as for Past International Presidents (see (b) above). In the event more than one Past International Director who served during the same term is present, then the criteria specified for (a) should be used.

General Comments-When a Lion holds more than one title, he or she shall be recognized for the highest one. In areas that have positions in addition to those listed above, they should be recognized in accordance with local customs, provided that elective officers always have precedence over appointive ones. It is recommended that Melvin Jones Fellows be recognized as a group. In introducing speakers, their status as Fellows should be mentioned.

### B. Non-Lion Dignitaries

Non-Lion dignitaries should be given precedence in accordance with local protocol and/or custom, keeping in mind that if the non-Lion is the principal speaker, then he or she should be seated directly to the right of the chairperson (see next page).

### C. Head Table Seating

The presiding officer or meeting chairperson must always be seated at the most central seat at the table when there is no central podium, shown as seat number one in the following diagram (figure 1). The principal speaker would occupy seat number two, then other Lion dignitaries in accordance with the general order of precedence. If possible, there should be the same number of seats to the right and left of the chairperson or presiding officer (who would normally be the club president, district governor, council chairperson or international president).

7	5	3	1	2	4	6
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As shown in figure 2, seating at a head table with a podium is essentially the same, except the meeting chairperson or presiding officer is always seated at the left of the podium (facing the audience) and the principal speaker at the right.

(Audience)								
7	5	3	1	Podium	2	4	6	8

Figure 2 When spouses are present, they should be seated to the member's left when on the left side of the table, on the member's right when on the right side of the table.

#### D. Master of Ceremonies and Meeting Secretaries

At some events, the Master of Ceremonies (emcee) will be someone other than the chairperson or presiding officer. In such cases, he or she should be seated in accordance with local customs, or at one end of the head table. If, however, his or her place in the general order of precedence dictates a specific seat (e.g., he or she is a past international president at a district function), then that should rule. On rare occasions, there will be a meeting secretary; again, local customs should rule.

#### E. Multi-Head Tables

If there is more than one head table, the table at the highest level shall be considered the primary one. Care should be taken not to seat Lions of the same rank at different tables.

#### F. Head Table Introductions

Introduction of the head table should begin with the meeting chairperson or presiding officer, then continue from the person with the lowest rank on the order of precedence to the person with the highest. When spouses are present at the head table, they should be introduced with the member (e.g., "Past International Director John Doe and his wife Jane").

#### G. National Anthems

When official representatives of the International Board of Directors (whether or not currently serving on the board) from another country are present at an event where national anthems are normally played, they should be extended the privilege of having their anthem played.