

CHAPTER XIX
PUBLIC RELATIONS

A. MARKETING MATERIALS

1. The Marketing Division shall produce media, resources and content to support the public relations activities of clubs, districts and multiple districts. Content will be housed and available for download on the association's official website, including:
 - a. Marketing Chairperson's Guide
 - b. Social media tips and resources
 - c. Press release templates
 - d. Service and programmatic videos
 - e. Slide presentations
 - f. Images for promotional use
 - g. Logos
2. Brand Guidelines will be periodically revised and made available for download on the association's official website.
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 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 website, along with presidential videos. 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 Marketing 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 them at the end of their 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 Marketing 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 Marketing 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 Marketing 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 Marketing Division will file the new material but will make copies only to respond to specific requests.

C. AUDIO-VISUAL MATERIALS

1. The Marketing 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 Marketing division shall designate, define criteria of, coordinate, and execute all contests, with judging (and the location thereof) defined by the rules established for each individual contest. Winners will be announced based on the rules of each individual contest. Each year, the Marketing Division is accountable to the Marketing Committee to define the scope, rules, timeline, and communications plan for annual contests no later than the spring board meeting preceding the year of the proposed contest and the committee will approve or deny all contest plans at this time.

1. All official LCI contests are judged by members of the Marketing Committee of the International Board of Directors.
2. Contest winners will be notified by Lions Clubs International once judging is complete. Winners are announced in accordance with contest rules.
3. Recognition will be awarded based on the contest's stated award structure.
4. Entries became property of Lions Clubs International headquarters. Lions Clubs International may use entries in any way deemed suitable.

E. OFFICIAL PROTOCOL

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

F. AWARDS

The international president shall present the award in person whenever possible but may delegate the presentation to another Lion leader if unable to do so. The president shall have 60 days after their term of office ends to present all awards, except that awards presented after their term ends must be presented in public. All awards not presented within this period and under these conditions shall be considered null and void. Records of awards given are administered by Lions Clubs International headquarters.

Award	Criteria	Quantity that May be Presented during the President's Term	How to Nominate	Who is Eligible	Who Approves
Ambassador of Good Will Award	At the discretion of the International President	40	Submit nomination letter and supporting information to President's Office at LCI headquarters	All Lions who have not previously received one.	Current International President
Presidential Award	Please refer to the Awards Criteria Letter sent by the current International President	1625 (plus an additional 200 exclusively for Campaign 100 for Lions' years 2019-2020, 2020- 2021 and 2021-2022)	Submit recommendation forms according to the president's guidelines	All Lions and Non-Lions	Current International President
International Leadership Award	Please refer to the Awards Criteria Letter sent by the current International President	1780 (plus an additional 200 exclusively for Campaign 100 for Lions' years 2019-2020, 2020- 2021 and 2021-2022)	Submit recommendation forms according to the president's guidelines	All Lions and Leos	Current International President
Lion Recognition Medal	Lions who distinguished themselves in a disaster relief effort, lifesaving endeavor, or a service activity deemed otherwise appropriate by the International President.	75	Submit nomination letter and supporting information to President's Office at LCI headquarters	All Lions	Current International President

International Director Recognition Award	Given to International Directors who have completed 2 years of service on the Lion Clubs International Board of Directors	Amount corresponding to the number of outgoing 2nd year international directors for current year.	Automatically conferred	Outgoing 2nd year International Directors.	N/A
International President's Certificate of Appreciation	Please refer to the Awards Criteria Letter sent by the current International President	Please refer to the Awards Criteria Letter sent by the current International President	Please refer to the Awards Criteria Letter sent by the current International President	All Lions, Leos and Non-Lions	Current International President
Humanitarian Award	Given to an individual or group for substantial humanitarian accomplishment.	1	Nomination form provided upon request. Submissions no later than December 31 each year.	Lions and non-Lions.	LCIF Board of Trustees selects three finalists. The International President selects the recipient.
Lion Medal of Honor	Awarded posthumously for extraordinary humanitarian effort	15	Submit nomination letter and supporting information to President's Office at LCI headquarters	Lions and non-Lions. Ambassador of Goodwill recipients not eligible.	Current International President
LCIF Friend of Humanity Award	At the discretion of the International President or LCIF Chairperson.	50	In writing by Lions	Lions who have not previously received the award.	Current International President and LCIF Chairperson
International Peace Poster Plaque*	At the discretion of the International President	No limit per year.	N/A	National Heads of State, governments, Prime Minister, governor, or local government officials who have not previously received the award.	Current International President

*Previously recognized with Head of State Medal, Medal of Distinction, and International President's Medal of Merit

1. **Explanatory Note**

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 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.

International President's Certificates of Appreciation will be provided in quantities designated by the International President, only to Executive Officers, International Directors, Past International Directors, Past International Presidents, and any other title designated by the International president.

LIONS CLUBS INTERNATIONAL

Official Protocol

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

A. Order of Precedence

*Some positions may not be applicable in certain constitutional areas. Utilize protocol as warranted per local practice.

Lions shall be recognized in the following order:

1. International President
2. Immediate Past International President/LCIF Chairperson
3. International Vice President (according to rank)
4. Past International President (b)
5. International Director (Board Appointee)* (Leo-Lion Board Liaison)** (a)
6. LCIF Board of Trustees
7. Past International Directors (c)
8. Past LCIF Trustees, ~~and~~ Past Board Appointees ~~and Past Leo-Lion Board Liaisons~~
9. GAT/LCIF Constitutional Area Leader (a)
10. LCIF Vice Constitutional Area Leader; GAT Regional Area Leader
11. LCIF Area Leaders, FWC/ GAT Area Leaders Japan Vice Constitutional Area Leaders (a)
12. Chairperson, Council of Governors (a)
13. District Governors
14. Coordinating Lion
15. International Administrative Officers
16. Multiple District FWC/GLT/GMT/GST and LCIF Coordinators
17. Immediate Past District Governor (a)
18. Vice District Governors (according to rank)
19. Multiple District Committee Chairpersons (a)
20. Past Council Chairpersons (a)
21. Past District Governors (a)
22. Multiple District Secretary (volunteer) (a)
23. Multiple District Treasurer (volunteer) (a)
24. District Secretary (a)
25. District Treasurer (a)
26. District FWC/GLT/GMT/GST and LCIF Coordinators (a)
27. Region Chairperson (a)
28. Zone Chairperson (a)
29. District Committee Chairperson (a)
30. Club Presidents (a)
31. Immediate Past Club President (a)
32. Club Past Presidents (a)
33. Club Secretary (a)
34. Club Treasurer (a)
35. Multiple District Secretary (staff) (a)

36. Multiple District Treasurer (staff) (a)
37. District Administrative Secretary (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.

~~** Should the Leo-Lion Liaison program be discontinued at any point, this position will be removed from protocol.~~

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

7	5	3	1	2	4	6
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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

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officer (who would normally be the club president, district governor, council chairperson or international president.

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)

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.