

**REPORT TO THE PRESIDENT OF ITF
ON THE "CONTEST - FIND A SLOGAN FOR THE ITF"**

The contest "FIND A SLOGAN FOR THE ITF" ended at midnight on November 30. There were 33 proposals from 13 practitioners from the following cities:

Auckland and Tauranga, N Z
Ennis, County Clare, Ireland
Gilleleje, Denmark
Halifax and Port Coquitlan, Canada
Katowice, Poland
Oderzo, Italy
Okazaki, Tokyo and Hodogayaka/Yokohama/Kanagawa, Japan
Philadelphia, USA
Pune, India

APPROACH OF THE COMMUNICATIONS COMMITTEE

The Chair of the Committee circulated the submissions to the Committee members on January 6, 2005 together with a copy of the rules for the contest. It was proposed that each member come up with a slate of 3 slogans in an order of priority, the most favoured being # 1. All four members of the committee provided three proposals.

In looking at all four proposals together, the following may be drawn:

1 There were two members who voted as their best choice the slogan "ITF - TKD TEACHING YOU THE ART OF LIFE". One member voted this slogan as his # 3 choice.

2 For the slogan "ITF - TKD A 'WAY' OF LIFE FOR EVERYONE", one member made it his # 1 choice and another member his second choice.

3 One member made "THE SPORT, THE MARTIAL ART, AND THE WAY OF LIFE: ITF" his first choice and another member his third choice.

4 In the case of the slogans "ITF: PROMOTING THE MODERN MARTIAL ART OF TEAKWON-DO", "ITF - TKD FROM MASTER TO STUDENT, UNITED AS ONE", and "ITF - TKD LEGACY OF LIFE", three members made each of these their second choice.

5 Two members each made "ITF - TKD CONTINUING A LEGACY IN BUILDING A BETTER AND MORE PEACEFUL WORLD" AND "ITF - TKD SERVING YOU WITH INTEGRITY, PRIDE AND PASSION" their third choice.

In giving a score of 3 for the best proposal and decreasing to 2 and 1 for the other two, we obtain the following:

Number One choice

"ITF - TKD Teaching You the Art of Life" with 7 points.

Number Two choice

"ITF - TKD A 'Way' of Life for Everyone" with 5 points.

Number three choice

"The Sport, the Martial Art, and the Way of Life: ITF" with 4 points.

This seems to be a fair way of looking at the 33 submissions from the 13 practitioners. It also looks fair to the proposals from each of the four Committee members. In the end, it is a fair way of making a finding.

RECOMMENDATION

It is therefore recommended to you that the proposed slogan "ITF - TKD TEACHING YOU THE ART OF LIFE" be declared the winner. As described above, three members voted for this slogan, two as their first choice and one as a third choice.

The approval of this recommendation would make the following person the winner of the prizes:

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Respectfully submitted

JMD
Chair
Communications Committee
January 10, 2005