2019-2020 Pacific Northwest Kiwanis District:

Newsletter Judging Criteria

**Purpose of a newsletter:** To communicate timely information and/or news to a local Kiwanis club, or to all the clubs in your Division.

Newsletter Judging is a contest between newsletter/bulletin editors, and is intended to promote high quality newsletters that provide written information to club members on a regular and timely basis.

Eligible entrants fall into these categories for judging:

1. **Club newsletter editors** (dependent on the size of your club)
   - A. Small: up to 25 members
   - B. Medium: 26-75 members
   - C. Large: 76+ members

2. **Division newsletter editor** (regardless of size)

To enter the print news media contest for the 2019-2020 Kiwanis year, please add this email address to your distribution list: lindknn@gmail.com

The subject line of the email containing your publication MUST include your Division number, and, as appropriate for individual club newsletters, your Club name.

Example: *Division 80; or Division 80: Milton-Freewater*

**Duration of the contest:**

The newsletter contest begins on October 1, 2019, and will conclude on September 30, 2020.

Winners will be selected from the newsletters/bulletins that meet the following criteria and are received in a regular and timely manner by Linda Neuman, Communications Chair, during the Kiwanis year. (You must send ONLY one issue/publication at a time, in a timely manner.)

**Awards for this current contest will be made at the District Convention, 2021.**

See the following pages for specific judging criteria!

For questions and submissions contact:

Linda Neuman

lindknn@gmail.com

2216 SW Perkins Ave., Pendleton, OR 97801
Guidelines and Expectations: Newsletter competition

#1 Criteria: Newsletters should be distributed to coincide in a timely manner with each of your club or Division meetings. (This number may vary from club to club, and Division to Division.)

#2 Criteria: Linda Neuman (lindknn@gmail.com) must receive your newsletter/bulletin in a timely fashion - as part of your regularly scheduled, current mailing list for your Club OR Division. (Received via email OR hard copy mailed to 2216 SW Perkins Ave., Pendleton, OR 97801.)

#3 Criteria: Points will be awarded on a monthly basis for the following specific expectations (see point values after the following list:)

A. **Timeliness**: Each publication must contain current and relevant content, and include a date of publication on the first page.
   ** Information in each publication should reflect newsworthy reporting of Kiwanis events and activities, as well as upcoming informational announcements regarding events/projects/meetings. (Club, committee; Division; District activities.)

B. **Content Considerations**
   1. **Reports/coverage** of all events should be current. (Avoid redundancy and/or outdated articles/announcements/reminders.)
   2. **Reports of past, and announcements of upcoming, events** should contain complete and understandable information for all readers of your publication.
   3. **Ideas for content:**
      a. Activities, meeting summaries/notes (Projects, board, committees, etc.)
      b. Service Leadership /Educational reports and opportunities for members
      c. Guest speaker/visitor/program notes
      d. Project and service awareness (before AND after they occur)
      e. **Photos/articles of current events (recently past and/or upcoming)**
      f. Pertinent, appropriate, and timely information from the PNW Kiwanis District and/or Kiwanis International. (This includes logos!)
      g. Editor’s choice (humor, trivia, game, contest, editorials, etc.)
   4. The monthly/current **calendar** should be updated for each newsletter issue
   5. Credit should be given to ALL contributors to avoid plagiarism.
      1.) Photos used, submitted articles, and/or announcements provided
      2.) Sources of information copied and/or summarized from other sources/publications. (Previously published in print or other media.)
   6. Respect for your audience is evident, as well as subjects of photos and articles.
   7. Other considerations
      a. The length of the entire newsletter is comfortably read in 10-15 minutes
      b. The layout of your content/subject matter/photos should be intentional, varied, and balanced; avoid old news and/or repetitive articles and photos
      c. Include **specific/accurate** information about members/guests
      d. Get permission to include photos of non-Kiwanis club members
         Ex: Service Leadership Program participants, guest speakers
Club Newsletter Evaluation Criteria Summary

(85 points total, per month = October - September)

Timeliness/Worthiness - 50 points/month

Distribution of newsletter: 10 points per month, based on the dates distributed
Content: 40 points per month (see #B above) **Note:** More is not always better.
Be respectful of your audience (Interests and time)

Visual Appeal and Readability - 15 points/month

Layout: Balance of words, spaces, photos, graphics; conventions of language
Variety of discretionary content

Current calendar - 10 points/month

Updated and/or modified for each issue (see #B-4 above)

Credit given to contributing authors and/or photographers - 10 pts/month

A byline or photo credit with each article and/or photo (see B-5 in “Guidelines”)

Division Newsletter Evaluation Criteria Summary

(80 points total, per issue)

Timeliness/Worthiness - up to 48 points/issue

Timely distribution of publication: 12 points per established time periods
(No less than one bulletin or newsletter per month.)
Content: Up to 36 points per month (see #B above)

Visual Appeal and Readability - up to 10 points/issue

Layout: Balance of words, spaces, photos, graphics; conventions of language

Current calendar - 12 points/issue

Updated and/or modified for each issue (see #B-4 above)

Credit given to authors, sources, and photographers - up to 10 pts/issue

A byline or photo credit with each article and/or photo (see #B-5 above)