

**ROTARY DISTRICT 5300  
CLUB NEWSLETTER AWARD  
JUDGING GUIDELINES**

**Awards for the best club newsletter/bulletin will be made at District Conference. There will be three classes of awards for small, medium and large Clubs. To be eligible, clubs must submit two sample newsletters as follows:**

- **One published between July 2016 and November 2016, and the second published between December 2016 and April 1, 2017. Only these two versions will be evaluated.**
- **Submission must be sent to [debmitsch@yahoo.com](mailto:debmitsch@yahoo.com), by March 31, 2017 in PDF format. Links to online newsletters must be specific to the two samples being submitted for evaluation. Paper newsletters must be converted to PDF format.**

**Newsletters in each of the three club size categories with the highest scores will receive awards. The District Governor and Awards committee will resolve any ties.**

**CRITERIA**

**The criteria below must be appropriate for the mode of delivery: print vs. electronic.**

**READABILITY (Maximum Score - 40 Points)**

Quality of layout: Effective use of space, color, and font to enhance readability and stimulate reader interest. 5 points

Links to the Club web-site. 5 points

Literary Style: Articles are interesting, understandable, and of appropriate length. 5 points

Accurate spelling, punctuation, and grammar. 5 points

Pictures/Graphics: Photos and graphics to be of suitable content, well composed, and clear and crisp. 5 points

Photos and graphics to be sized and compressed appropriately for delivery media. 5 points

Photos and graphics are attributed to their source. 5 points

Club Member involvement: Submission of articles by multiple Club members with appropriate attribution. 5 points

**REGULAR FEATURES (Maximum score 50 points)**

Contact Information: Club and/or Editor contact address, phone #, email address. 5 points

Time, day, and location of regular Club meetings. 5 points

Frequency of Publication: Weekly (15 points), bi-weekly (10 points), monthly (5 points)

Editorial/President's Message: Inspirational/Motivational 5 points

Calendar of events: Dates and activities of interest to Club members, prospective members, and the public. 5 points

Program Information: Description of upcoming and immediately past program with speaker bios. 10 points.

Committee Reports: Regular inclusion of reports of standing Club committees. 5 points.

**ROTARY INFORMATION (Maximum score 30 points)**

Rotary International: Such as, periodic articles about the RI Theme, Rotary monthly themes, or current RI news. 5 points

District: Information regarding what is happening in the District. 5 points

Club News (other than Avenues of Service): Births, deaths, anniversaries, Club member travel experiences, participation in RI Fellowships and Rotary Activity Groups, etc. 5 points

Listing visiting Rotarians and guests of members. 5 points

Avenues of Service: Articles about the avenue of service (other than committee or project reports). 5 points

**MAXIMUM SCORE 120 points**