

2017-2018 Pacific Northwest District

Newsletter Judging Criteria

The purpose of a club newsletter contest is to stimulate the production of effective newsletters, build morale among editors, and improve this prime source of Kiwanian communication within our own clubs, other clubs, the Division and District. There is a “point” system your newsletter will be judged by, and every month there is a maximum of 196 points.

- 1) ***Frequency of submission*** –10 points for each month
Submissions for twelve successive months from October 2016 through September 2017 are advisable but not required. (12 months are required for maximum points). The deadline for your final monthly issue is September 30, 2017.
- 2) ***Appearance*** – 30 points
 - a. Your masthead should include the name of the newsletter, the name of your club, the volume number, issue number and the date of publication (5 points).
 - b. It should be distinctive and identifiable as your club's newsletter, but it should not be too busy. Have the same layout from issue to issue so readers can find specific information easily (5 points).
 - c. If you don't have the same layout, use a Table of Contents or “What is Inside”. Use a headline (bolder and /or larger type) to identify the start of a new article (5 points).
 - d. The Kiwanis logo should appear on your newsletter's front page and must be the most current version (5 points). See logos on the PNW website.
 - e. Use other Kiwanis logos and mottos such as Young Children Priority One (YCPO) when appropriate and spell out what the acronym means the first time you use it (5 points).
 - f. Have a finished look. Don't leave “empty” spaces. Suggestions to fill: Kiwanis logo, pictures, other logos, or a small joke. (5 points)
- 3) ***A Calendar of Upcoming Events*** – 30 points
 - a. Monthly calendar or listing of upcoming club events and dates should be included. (5 pts). List your club meetings, (5 pts); board meetings (5 pts); SLP meetings (5 pts); and other miscellaneous meeting (different committees). (5 pts). It is a good idea to have a full calendar every month so when you pass out your newsletter, a potential new member will have the schedule.
 - b. Include International, District, and Division events in this listing. Conventions, Division Council Meetings, as well as your club's activities and projects. Kiwanis family projects and lists of upcoming programs can be given here. Calendar should be easily readable. (5 points)
- 4) ***Home Club and Division Club Contact and Meeting Information*** – 25 points
 - a. Include a section listing the names, phone numbers and e-mail addresses of your club's officers, directors, and newsletter editor. (10 pts). This area should also

include the time and place of your club meetings as well as your web site. (10 points).

- b. There should also be section listing your Division's clubs, their meeting places and times including a contact name and number for each. The Lt Governor's name, e-mail address, and phone number should appear here also. (5 points)
- 5) **Meeting Reports** – 25 points
 - a. Include a summary of the past Board Meeting and notice of the next Board meeting with time and place. (5 pts). Regularly include an article by the President (10 points).
 - b. Secretary or Committee Chairs reports (10 points).
 - 6) **Member Participation** – 15 points
 - a. Include recognition of club members (by name) for participating in club projects, activities and participation in club Inter-clubs (5 points)
 - b. Division meetings (5 points).
 - c. Recognition of new members with a brief biography (5 points).
 - 7) **Club Activities and Committees** – 46 points

An article about recent club projects, (4 pts) as well as an article about future projects is important (4 pts). Include sponsored youth reports (4pts), a public relations report, (4 pts), photos taken at club projects or fund raisers, (10 pts) and reports by committee chairs and Inter-Clubs. (20 pts)
 - 8) **General Kiwanis Information** – 5 points

Include reports of meetings, actions and events at Division, District, and International level as they may affect your club.
 - 9) **Service Beyond the Local Level** – 5 points

Mention organizations outside your local area. These might include Kiwanis Children's Cancer Program (KCCP), Surgical Implant Generation Network (SIGN), and Save Old Spectacle (SOS).
 - 10) **Service Leadership Programs** – 5 points

Report any information of Service Leadership Programs including Kiwanis Kids, Builders Club, Key Club, Key Leader, Circle K and the Aktion Clubs.

Newsletter Distribution

In addition to your club members, you should include your Lt Governor, District Governor, and the PNW District Office in your distribution. Also consider the Lt Governor-elect and the Governor elect and anyone else you think may be interested. E-mail a copy to each of the clubs in your Division and don't forget the newsletter judge's copy. You need to do this each month as you are judged monthly. E-mail your "PDF" newsletter to the e-mail address below. If you cannot submit your newsletter in the "PDF" format you must snail mail a printed copy to the judge, but we do prefer e-mail copy. Notice I said "we". Jan Britt is joining the judging committee for 2016-2017.

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If you need help or advice give Margie a call. Again....PLEASE list your name, phone number and e-mail address. I receive way too many newsletters that DO NOT have a name or e-mail address!!