

2010 – 2011

PNW District Kiwanis

Club Newsletter Judging

Presidents and Secretaries:

As we enter the new Kiwanis Year, please encourage within your club the production and distribution of a club newsletter. This is an excellent means of in-club communication and a means of keeping your Lieutenant Governor and District Officers up to date on what you are doing for your community. It provides your club members with a calendar of upcoming events and is a means of providing recognition of members who have done good things for your club and the community. Receiving the newsletter keeps members who have missed meetings up to date and from feeling left out of activities. A good newsletter can be a source of pride for a club. The PNW District offers a contest for the best newsletter with competition among similar sized clubs. Please consider entering your newsletter in the competition. Rules for judging can be found on the District website under Resources - Club Administration - Club Bulletin Judging. Newsletters will be submitted to the following address.

Roy Reiber

131 Old Twisp Hwy.

Twisp, WA 98856

2010 - 2011 PNW District Newsletter Judging Criteria and Judging

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 Kiwanis communication within our own clubs, other clubs, Division and District. The criteria below are based on a checklist established by Kiwanis International for evaluating Club Newsletters and Bulletins. Please consider becoming part of the competition.

1. Frequency of submission (12 points possible).

Submissions for eight successive months from October 2010 through May 2011 are required to qualify. For judging, please mail all published newsletters (weekly, biweekly, and monthly issues) at a minimum on a quarterly basis. The deadline for your final monthly issue is June 10, 2011. Frequency of publishing will be judged with 12 points for weekly, 9 points for biweekly, and 6 points for monthly.

2. Appearance (16 points possible).

Your masthead should include the name of the newsletter, the name of your club and the date of publication. It should be distinctive and identifiable as your club's newsletter, but not too busy. Have a consistent layout from issue to issue so readers can find specific information easily. Use a headline (bolder and /or larger type) to identify the start of a new article. The Kiwanis logo should appear somewhere on your newsletter. Use other Kiwanis logos and mottoes such as Young Children Priority One (YCPO) when appropriate and spell out what the acronym means the first time you use them. Masthead information 6 points, using consistent layout and organization 4 points, and appropriate use of Kiwanis logos and graphics 5 points.

3. A Calendar of Upcoming Events (8 Points possible).

Some sort of monthly calendar or listing of upcoming events and dates should be included. A full calendar layout is not required. 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. Points are awarded for mentioning the International Convention (1 point), District Convention (1 point), Zone or regional meetings (1 point), and Divisional Council Meetings (1 point) to a maximum of 8 points. Calendar should be complete and readable.

4. Home Club and Division Club Contact and Meeting Information (10 points possible).

Include a section listing the names, phone numbers and e-mail addresses of your club's officers and newsletter editor, the names of your board members and the meeting place and time of your club as well as your club's web site address. There should also be a section listing your Division's clubs and their meeting places and times with a contact name and number for each. The Lt Governor's name, e-mail address, and phone number can appear here also. Points will be given as follows: Your club meeting place and time (2 points), Officers names and contact information (2 points), editors' name and contact information (2 points), Lt Governor information (2 points), and listing of Division's clubs information (2 points).

5. Meeting Reports (8 points possible).

Include a summary of the past Board Meeting (3 points) and notice of the next Board meeting with time and place (2 points). Include an article by the President or Secretary (3 points).

6. Meeting and member attendance (5 points possible).

Give recognition of new members with a brief biography (3 points), or recognition of a personal nature (welcome back, sickness, birthdays etc. 2 points)

7. Member Participation (8 points possible).

Include recognition of club member (by name) for participating in club projects and activities (6 points) and participation in club interclubs and division meetings (2 points).

8. Club Activities and Committees (20 points possible).

An article about recent club projects (3 points) as well as an article about future projects (3 points) is important. Also include sponsored youth reports (3 points), a public relations report (2 points), photos taken at club projects or fund raisers (3 points), reports by committee chairs (3 points) and interclubs announced and reported upon (3 points).

9. General Kiwanis Information (8 points).

Include reports of meetings, actions and events at Division Level (2 points), District Level (2 points), International Level (2 points) and Kiwanis policies, procedures or history (2 points).

10. Fun Items (5 points possible).

Include quips, quotes, jokes, cartoons or contests to pique the readers interest. Total points possible for a weekly issue is 100 per issue. *Please note that 10 points will be deducted per issue for using copyrighted material (cartoons, recipes, etc.,) without permission of the copyright holder.*

Distribution

In addition to your club members, at a minimum, you should include you 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. Email a copy to each of the clubs in your Division and Don't forget the newsletter judge's copy. The Judge requires a paper copy! Do not email or use your web site to submit your newsletter to the judge as it may not be received in the same format as you presented it. **NOTE:** If your newsletter is distributed within your club as email or on your website you can still enter them in the contest. Just snail mail a copy to the judge so the judge's committee has a paper copy to consider.

Submit all Club newsletters for Judging to:

Roy Reiber, 131 Old Twisp Hwy, Twisp WA, 98856

Need help or advice? Phone 509-997-5666 or e-mail: rreiber@methow.com