

PR Awards 2017-2018 Best Club Newsletter Award

Awarded to the club with the best newsletter for the term July 1, 2017 – April 21, 2018

PURPOSE:

To ensure Toastmasters Clubs in District 35 effectively communicate to their members.

DEADLINE:

April 21, 2018

SUBMISSION PROCEDURE:

All Toastmasters Clubs in District 35 are encouraged to submit their club newsletter to District Public Relations Manager, [Jackie Breezer](#) by the by the deadline above. This will insure that judges have sufficient time to review all submittals. Newsletter is to be in PDF format only and not to exceed 3 MB in size.

JUDGING:

A panel of judges not less than three and a Chief Judge will be appointed. Judges decisions are final and cannot be appealed.

ANNOUNCEMENT OF WINNERS:

First and second place awards will be presented at the District Convention.

JUDGING CRITERIA:

1. Toastmasters Club information (2 points max for each – Total 0-6 points)
 - a) Club name, officers' names, position and contact information
 - b) Meeting location, address, time, directions to the venue
 - c) Calendar / List of Events
2. Promotion of Toastmasters Program (3 points max for each – Total 0-9 points)
 - a) Mission of Toastmasters Clubs
 - b) Announcements, declarations etc. of upcoming club, area, division, and district events
 - c) Toastmasters International logo and tag line
3. Layout and Presentation (5 points max for each – Total 0-15 points)
 - a) Layout should incorporate careful attention to white space, page balance and the importance and organization of the articles. Indexation of the newsletter for facilitation of the readers. Easy to read.
 - b) Design and creativity
 - c) Effective use of graphics and/or photos as also of borders, dividers, and rulers
4. Editorial Information (5 points max for each – Total 0-20 points)
 - a) Newsletter name, volume info, newsletter issue info,
 - b) Editorial board member names and info, sponsoring organization info

- c) Editor's message
 - d) Article with submitting members details. Credits to the author, or to the source (Name of the source, issue, and date etc.) for non-original articles
5. Content of newsletter (Total 0-50 Points: 0-5 points for each item)
- a) Educational value, learning items, knowledge nuggets centered on communication and leadership
 - b) Recognition of club members (Birth date/anniversary/Toastmasters educational achievements). New members' info
 - c) Promotion of Toastmasters education programs
 - d) Quality of writing meets acceptable standards of sentence structure, spelling, punctuation and grammar and should be written in an interesting and clear manner
 - e) Reports on club activities, interclub meetings, contests, education programs
 - f) Report on DCP status
 - g) Cartoons, quotes, jokes or humorous anecdotes
 - h) Club President's message, Messages/address from Toastmaster officers and organization officers
 - i) Consistent use of typeface (headings, subheadings, captions, articles)
 - j) Testimonials from members and guests or from management representatives for a corporate club