

Club and Council Newsletter Award Criteria (Wentworth Award)



When and how is your newsletter distributed?

Distribution form—Print _____ Email _____ Other (specify) _____

Distribution Frequency—Quarterly _____ Monthly _____ Other (specify) _____

A. CONTENT (60 points maximum)

1. Club or Council News Stories - 30 points

Event Information/Promotion, follow-up articles, other club or Council activities, club/Council policies and operations, etc.

2. Member Recognition/Highlights (10 pts)

Member profiles, stories about member accomplishments
CLUBS — Add Personal facts, birthdays, anniversaries, etc.
New member recognition, etc.

3. Sports Development Articles (10 pts)

Health, fitness, exercises, instruction, ski and sports safety, etc.

4. Ski/Snow Sport Organization (10 pts)

Informational and promotional articles/materials for League, Council, Far West, National, etc. organizations

B. JOURNALISTIC QUALITY (40 points maximum)

1. Writing Style – the flow and rhythm of the writing (20 points)

Use of correct grammar, punctuation, words, etc.
Free from typos/errors
Ease of reading, etc.

2. Layout/Printing – enhances the overall look, appearance, and readability of the newsletter (20 points)

Acceptable page layout, logical or eye appealing organization or sequencing of materials, constant format within publication, use of headings, use of visuals (pictures, photographs, cartoons, artwork) to contribute to the theme or message, color and quality of paper or background to enhance legibility, quality of print or clarity of pictures, graphics, etc., consistent size of publication, lack of widely varying newsletter size

C. Frequency (No Points, but can deduct 5 points)

Clearly defined and adhered to publication i.e., quarterly, monthly, or some other schedule (no points, but can deduct up to 5 pts for not maintaining publication frequency)

Total possible points – 100