

Name of Judge:

Name of Club being judged:

Outstanding Newsletter - Judging Criteria 2012			Possible Points	Awarded Points
Affiliations	1.1	Council promotion (inclusion of the current council news items and activities, and contact information)	3	
	1.2	Other ski related affiliation promotion (inclusion of the current news items and activities of any other ski or sports related affiliation appropriate to the club, and contact information)	2	
	1.3	FWSA promotion (inclusion of the current FWSA news items and activities, convention attendance, awards program participation, and contact information)	3	
	1.4	Involvement in charitable activities (community causes, ski lesson promotion, Special Olympics, etc.)	3	
	1.5	Race or club activity promotion (adult or youth racing programs, extreme sports skills competitions, other ski related activities that promote skiing as a lifelong competitive or recreational endeavor)	4	
	1.6	Ski industry related news or current affairs (resort, forest service, real estate, environmental, etc.)	2	
Club business and membership	2.1	Club or skiing History mentioned or noted (contact information of club historian, web location, etc.)	2	
	2.2	Membership form or contact/location information of where to obtain one (web address, phone number and name, local location, or other instructions on how to join)	3	
	2.3	Contact information of club representatives or newsletter editor (contacts for whom to contact for subscription, activity, or membership information)	4	
	2.4	Policies & forms supporting the club or information and instructions on where to find them (list of what documents are available, website address, names and numbers of whom to call, etc.)	3	
	2.5	Mission and scope (is it made clear in the newsletter what the purpose and scope of the club is; either through statements or mottos, or through the overall impression of the types of articles? Examples: Is the club only interested in ski trips or lift ticket discounts, or are they also interested in their skiing community and other activities? Do they espouse principles and values that make them an asset to their skiing community and members?)	4	
	2.6	Club event promotion (any event sponsored or put on by the club; trips, parties, gatherings, community support activities, etc.) Full information about the events, including contact information, location, time, and costs, should be included and be provided in a timely manner.	5	
	2.7	Club event follow up (articles about past events, photos, etc.)	3	

	2.8	Ski & sports safety (avalanche, helmet usage, skiers codes, or any other equipment, environment, or behavioral related safety information)	4	
	2.9	Club activities that are not focused on ski pass discounts and ski trips (Member parties, summer events, other sports, family activities or those which non-skiers could participate in)	5	
	2.10	Health & fitness (pre-season conditioning, hiking activities, tips on exercising or any other sport preparation for skiers to support their skiing)	2	
	2.11	Member recognition / highlight (Birthdays, notes of personal achievement, awards, new appointments, or any personal interest items of members)	4	
Graphics and Layout	3.1	Use of color and fonts in relation to a purposeful theme	3	
	3.2	Use of photos & graphics in relation to the content and purpose of the newsletter	4	
	3.3	Quality and usage of photos and graphics (do the photos and graphics enhance and support the articles and are they presented well and easy to see and recognize, do they have captions)	5	
	3.4	Layout (including use of white space, column width consistency, spacing and use of headings, sizes of fonts, consistency of font styles, avoidance of large bodies of text)	4	
	3.5	Eye appeal (including: overall graphic appearance and consistency promoting the purpose of the newsletter.)	5	
	3.6	Overall organization (Are the articles continued in a reasonable manner, are items easy to find and placed in respect to their importance, are the photos placed within the respective articles)	4	
Presentation	4.1	Speed to open or download (if it's on the Web) OR Paper and Print Quality (if it's Printed)	3	
	4.2	Ease of reading and writing style (including: grammar, punctuation, typos, appropriate length of articles, and use of sentences)	5	
	4.3	Navigation (table of contents, page numbering)	4	
	4.4	Consistent and dependable publication schedule (is the publication printed on a consistent schedule and is that information made available in the newsletter?)	2	
Bonus	5.1	Supplemental publications (email bulletins or reminder bulletins, or any news publications sent to members in-between regularly scheduled newsletters)	5	
Total			100	