Club/Council Publications Work Sheet 2020

This is what the judges will be for looking and scoring on.

AFFILIATIONS

1.0 Council/Club promotion (inclusion of the current council/club news items and activities, and contact information)

Clubs inclusion of member Clubs information or Clubs inclusion of their Council information

	Yes	No
Activities	○	○
Promotion	○	○
Contact info	○	○

1.1 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/council, and contact information

	Yes	No
Current news items	○	○
Current activities	○	○
Contact information	○	○

1.2 FWSA promotion (inclusion of the current FWSA news items and activities, convention attendance, awards program participation, and contact information)

	Yes	No
FWSA current news items	○	○
FWSA activities	○	○
FWSA convention attendance	○	○
FWSA awards program participation	○	○
FWSA contact information	○	○

1.3 Involvement in charitable activities (community causes, ski lesson promotion, Special Olympics, etc.)

	Yes	No
Community causes		
Ski lesson promotion		
Special Olympics		
other		

1.4 Race, learn-to-ski, 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)

	Yes	No
Adult or youth racing programs		
Extreme sports skills competitions		
Other ski related activities promoting skiing as a lifelong competitive or recreational endeavor		

1.5 **Ski industry related news or current affairs (resort, forest service, real estate, environmental, etc.)** ***Required** 0 (Zero) points for no content, 3 points for related content

- 0
- 3

CLUB/COUNCIL BUSINESS AND MEMBERSHIP

2.0 Membership form or contact/location information of where to obtain one (web link to PDF, phone number and name, local location, or other instructions on how to join) ***Required** 0 (Zero) points for no content, 3 points for related content

- 0
- 3

2.1 Contact information of Club/Council representatives or webmaster (contacts for whom to contact for more information, activity, or membership information)

	Yes	No
Board of Directors		
Web Master		
Newsletter Editor		
Trip or Event Chairs		

2.2 Policies & forms supporting the Club/Council or information or instructions on where to find them (list of what documents are available, names and numbers of whom to call, links to PDF's, etc.)

	Yes	No
Bylaws online		
Trip /Event Policies		
Liability waivers		
Contact information		

2.3 Club/Council event promotion (any event sponsored or put on by the Council/club; trips, parties, gatherings, community support activities, etc.)

	Yes	No
Events sponsored or put on by the council/club; trips,		
Event sponsored or put on by the council/club; parties		
Event sponsored or put on by the council/club; community support activities,		
Bonus point for event calendar		
Bonus point for easy sign up documents or contact info		

2.4 Event follow up (articles and news about past events, photos, etc.) [Articles about past events]

	Yes	No
Articles about past events		
News about past industry events		
Past event photos		
Newsletters online (or links to newsletters)		
Photo gallery (links to web site)		

2.5 Ski & sports safety (avalanche, helmet usage, skiers' codes, or any other equipment, environment, or behavioral related safety information)
0 (Zero) points for no content, 4 points for related content

- 0
- 4

2.6 Non-skiers' participation: 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)

	Yes	No
Member parties, summer events		
Other sports, family activities		
Other		

2.7 Health & fitness (pre-season conditioning, hiking activities, tips on exercising or any other sport preparation for skiers to support their skiing

	Yes	No
Pre-season conditioning		
Tips on exercising or any other sport preparation		
Hiking activities		
Other		

2.8 Member recognition / highlight (Birthdays, notes of personal achievement, awards, new appointments, or any personal interest items of members)
0 (Zero) points for no content, 5 points for related content

0	1	2	3	4	5

GRAPHICS AND LAYOUT

3.1 Use of color and fonts in relation to a purposeful theme

Points for quality

	0	1	2	3	4	5	
Not represented							Extremely well represented

3.2 Use of photos & graphics in relation to the content and purpose of the newsletter or web site

Points for quality

	0	1	2	3	
Not represented					Extremely well represented

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)

Points for quality

	0	1	2	3	4	
Not represented	○	○	○	○	○	Extremely well represented

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)

Points for quality

	0	1	2	3	4	5	
Not represented	○	○	○	○	○	○	Extremely well represented

3.5 Eye appeal (including: overall graphic appearance and consistency promoting the purpose of the newsletter or web site.)

Points for quality

	0	1	2	3	4	5	
Not represented	○	○	○	○	○	○	Extremely well represented

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)

Points for quality

	0	1	2	3	
Not represented	○	○	○	○	Extremely well represented

PRESENTATION

4.1 Speed to open or download (if it's on the Web) OR Paper and Print Quality (if it's Printed)

Points for quality

	1	2	3	
Not represented	○	○	○	Extremely well represented

4.2 Ease of reading and writing style (including grammar, punctuation, typos, appropriate length of articles, and use of sentences)

Points for quality

	0	1	2	3	
Not represented	○	○	○	○	Extremely well represented

4.3 Navigation (table of contents, page numbering)

Points for quality

	0	1	2	3	4	
Not represented	○	○	○	○	○	Extremely well represented

4.4 A consistent and dependable posting schedule is used to ensure timely postings and membership trust of the site as a reliable and comprehensive resource. [Publication schedule listed] *Required

	Yes	No
Publication schedule listed	○	○
1-4 publications per year (1 point)	○	○
5-12 publications per year (2 points)	○	○