APPENDIX "A" TO POLICY BOOK
BIENNIAL NEWSLETTER CONTEST POINTS TO BE AWARDED

Maximum Points for Newsletter Contest Judges:

NEWSLETTER INTRODUCTION:

Masthead: Is it clear, attractive, innovative?

_____ 2 points - Lodge name & number prominently displayed
_____ 2 points - Newsletter name displayed
_____ 2 points – Newsletter publication date displayed
_____ 2 points – Innovative appearance

Format & Layout: Is there clarity & style?

_____ 5 points –Articles appear to be complete & easily understood
_____ 5 points – Good utilization of graphics & photos
_____ 5 points – Each page numbered

Contact Information: Is leadership & lodge information easily identified?

_____ 2 points – Lodge President's name
_____ 3 points – Lodge President or Vice President's contact addresses
_____ 3 points – Editor's name & phone/email address displayed
_____ 2 points – Lodge address easy to locate
_____ 5 points – Lodge meeting date, time & location easily located

Membership: Member Recognition

_____ 5 points –A column to recognize each member during the year (birthday, etc.)
_____ 2 points – Member recruitment &/or retention efforts, including welcome of new members & guests
_____ 3 points – Publicizing a member's achievements, awards, & years of membership

Activities: Publication of lodge events & programs

_____ 2 points – Monthly calendar of this lodge (need not be in calendar format)
_____ 3 points – Upcoming events with all pertinent details
_____ 5 points – Events planned by neighbor, district or international lodge(s)
_____ 5 points – Participation in community programs such as Adopt-a-School & other

Sons of Norway Information: Promotion opportunities

_____ 5 points – Cultural, fraternal &/or heritage articles from a source outside the lodge
_____ 5 points – Information taken from the district, &/or international lodges
_____ 5 points – Financial Benefits Counselor information in newsletter
_____ 5 points – Special local lodge involvement with Camp Norge, Foundation, Zone, etc.

Overall Appearance: Professional appearance for a non-profit organization's publication

_____ 20 points – Appeal & readability quotient

Points Awarded by Public Relations Officer (based on all newsletters for the year):

_____ 10 points – Awarded for reporting on member recruitment & retention efforts
_____ 10 points – Awarded for clarity in reporting with new & non-member readership in mind
_____ 10 points – Awarded for articles & programs of interest that leave the reader wanting to attend your lodge