

***NEWSLETTER AWARD (PRINTED or ELECTRONIC)***

Criteria is the same for BOTH traditional printed/mailed and Electronic newsletters.  
A minimum of 4 monthly issues must be submitted.

(Use same score sheets for BOTH types of newsletter)

Branches will deliver their newsletter submissions, including completed monthly scoring sheets, to the Registration Desk at the Annual Conference.

The Awards Chair will pick up the books and deliver them to a meeting of a committee, selected by the Awards Chair, for review and award selection.

Awards are presented at the Annual International Conference Awards Luncheon.



## Newsletter Award

### Category Descriptions and Instructions

*A hard copy of each issue being submitted of either a Printed or Electronic Newsletter must be printed, scored and submitted at the Annual IFSEA Conference for award consideration.*

**1. INDEX**

*A listing of articles and/or other information found in the newsletter.*

MINIMUM REQUIREMENT: NONE

POINTS: FIVE (5) PER ISSUE.

**2. NUMBERED PAGES**

*Consecutive page numbers on each page.*

MINIMUM REQUIREMENT: NONE

POINTS: THREE (3) PER ISSUE.

**3. COLOR CODED ARTICLES**

*A different color stick-on label or magic marker used to identify the various categories in your newsletter. If using color codes, you must use the color indicated in the COLOR CODE column next to each category. (ie: If the color code column indicates blue, you must use blue to identify each article in that category throughout the entire newsletter.)*

MINIMUM REQUIREMENT: NONE

POINTS: FIVE (5) PER ISSUE.

**4. PROMOTION OF IFSEA PROGRAMS AND EVENTS**

*Articles or information which promote upcoming Local or International IFSEA events. (ie: Next months branch meeting, next International conference, Branch sponsored charity event, etc.)*

MINIMUM REQUIREMENT: NONE

POINTS: THREE (3) PER ARTICLE.

**5. COVERAGE OF IFSEA PROGRAMS AND EVENTS**

*Articles or information which cover previous Local or International IFSEA events. (ie: Last months branch meeting, the most recent International conference or a report on the results of a Branch sponsored charity event etc.)*

MINIMUM REQUIREMENT: NONE

POINTS: THREE (3) PER ARTICLE.

**6. CALENDAR OF EVENTS**

*A listing of various upcoming events in date order. Can include Local, International and/or industry events.*

MINIMUM REQUIREMENT: NONE

POINTS: TWO (2) PER ISSUE.

**7. EDUCATIONAL ARTICLES**

*Informative and educational articles on any subject. Recipes ARE considered educational articles.*

MINIMUM REQUIREMENT: NONE

POINTS: FIVE (5) PER ARTICLE.

**8. RECOGNITION OF BRANCH MEMBERS**

*Articles about new members which include at least each individuals name, plus other background information such as employer, job title and when they were sworn in, or other individual members and their accomplishments. (ie: Job promotion, receipt of award, Industry or Community recognition, etc.)*

MINIMUM REQUIREMENT: NONE

POINTS: TWO (2) PER PROFILE.

## Newsletter Award

### Category Descriptions and Instructions

<b>9. CFE, CFM or CBM INFORMATION AND/OR PROMOTION</b> MINIMUM REQUIREMENT: NONE    POINTS: TWO (2) PER ARTICLE.	<i>Articles pertaining to CFE, CFM and CBM certification.</i>
<b>10. COVERAGE OF INDUSTRY OR COMMUNITY EVENTS</b> MINIMUM REQUIREMENT: NONE    POINTS: ONE (1) PER ARTICLE.	<i>Articles relating to industry or community events and/or happenings.</i>
<b>11. AD SALES</b> MINIMUM REQUIREMENT: NONE POINTS: ONE (1) PER AD.	<i>The sale of space within the newsletter for advertising purposes. Can be an ad or business card.</i>
<b>12. LISTING OF OFFICERS &amp; COMMITTEE HEADS, INCLUDING PHONE NUMBERS</b> MINIMUM REQUIREMENT: NONE POINTS: TWO (2) PER ISSUE.	<i>A list by name and phone number of all Branch Officers and Committee Chairs.</i>
<b>13. STUDENT BRANCH CORNER</b> MINIMUM REQUIREMENT: NONE POINTS: THREE (3) PER ISSUE.	<i>Articles and information about the Local IFSEA Student Branch(es), their members, events and accomplishments.</i>
<b>14. FREQUENCY OF PUBLICATION</b> MINIMUM REQUIREMENT: 4 ISSUES POINTS: THREE (3) PER ISSUE.	<i>How often your Branch Newsletter is published and sent to members.</i>
<b>15. LAYOUT</b> MINIMUM REQUIREMENT: NONE POINTS: AWARDS COMMITTEE RATING OF 0 - 5 PER ISSUE.	<i>How well articles, photos, ads and other insertions are placed.</i>
<b>16. USE OF ARTWORK AND COLOR</b> MINIMUM REQUIREMENT: NONE POINTS: AWARDS COMMITTEE RATING OF 0 - 5 PER ISSUE.	<i>Use of colored paper, colored inks, clip art, hand drawn art, etc.</i>
<b>17. USE OF PHOTOGRAPHS</b> MINIMUM REQUIREMENT: NONE POINTS: AWARDS COMMITTEE RATING OF 0 - 5 PER ISSUE.	<i>Use and placement of photographs throughout the newsletter.</i>

#### INSTRUCTIONS:

A separate NEWSLETTER AWARD SCORE SHEET must be used for **EACH MONTHLY NEWSLETTER SUBMITTED**.

1. In the top section of the sheet
  - A. Enter BRANCH NAME.
  - B. Enter CALENDAR MONTH AND YEAR the newsletter is being submitted for.
  - C. Branch President must sign on PRESIDENT'S SIGNATURE line.
2. Enter newsletter page numbers where each item/article is located in the LOCATED ON PAGE column. **(REQUIRED)**
3. Enter the total number of locations per category in the QUANTITY column. **(REQUIRED)**
4. Multiply QUANTITY times POINT VALUE and enter in TOTAL COLUMN. **(REQUIRED)**
5. Add TOTAL COLUMN down and enter SUB TOTAL in box. **(REQUIRED)**
6. **DO NOT ENTER ANY SCORE FOR LINES 15, 16 or 17. AWARDS COMMITTEE WILL RATE THESE CATEGORIES.**
7. Place each month's score sheet in front of the corresponding newsletter. **(REQUIRED)**

# Newsletter Award Score Sheet

(Use to score both PRINTED and ELECTRONIC Newsletters)

Submitted for MONTH \_\_\_\_\_ YEAR \_\_\_\_\_

Newsletter Type ☐ PRINTED ☐ ELECTRONIC

Branch President's Signature: \_\_\_\_\_

	CATEGORY DESCRIPTION	COLOR CODE	LOCATED ON PAGE	QTY	POINT VALUE THIS ISSUE	TOTAL THIS ISSUE
1	Index			→	5 max.	
2	Numbered Pages			→	3 max.	
3	Color Coded Articles			→	5 max.	
4	PROMOTION of IFSEA Programs and Events	BLUE			3 per article	
5	COVERAGE of IFSEA Programs and Events	RED			3 per article	
6	Calendar of Events			→	2 max.	
7	Educational Articles	YELLOW			5 per article	
8	Recognition of Branch Members	GREEN			2 per profile	
9	CFE, CFM or CBM Information and/or Promotion	ORANGE			2 per article	
10	Coverage of Industry or Community Events	PINK			1 per article	
11	Ad Sales				1 per ad	
12	Listing of Officers, Committee Heads & Their Phone Nos.			→	2 max.	
13	Student Branch Corner	BLACK		→	3 max.	
14	Frequency of Publication			→	3 max.	

SUB TOT.

ENTER TOTAL POINTS FOR CATEGORIES 1 THROUGH 14 HERE -----

15	Layout			→	0 - 5	
16	Use of Artwork and Color			→	0 - 5	
17	Use of Photographs			→	0 - 5	

GRAND TOTAL

AWARDS COMMITTEE WILL AD SUB TOT. + 15 + 16 + 17 AND ENTER GRAND TOTAL HERE-----