

I.F.S.E.A.
Newsletter Award
Category Descriptions and Instructions

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: THREE (3) SEPARATE ARTICLES OR INFORMATIONAL PIECES WITHIN THE CALENDAR YEAR.
* MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER EVENT PROMOTED.

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: THREE (3) SEPARATE ARTICLES OR INFORMATIONAL PIECES WITHIN THE CALENDAR YEAR.
* MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER EVENT PROMOTED.

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: INCLUSION IN THREE (3) SEPARATE ISSUES WITHIN ONE (1) CALENDAR YEAR.

POINTS: TWO (2) PER ISSUE.

7. EDUCATIONAL ARTICLES

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

MINIMUM REQUIREMENT: THREE (3) SEPARATE ARTICLES WITHIN THE CALENDAR YEAR.
* MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER ARTICLE.

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: TWO (2) SEPARATE PROFILES WITHIN THE CALENDAR YEAR.
* MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER PERSON. (A LISTING OF NAMES WITHOUT INFORMATION ABOUT THE INDIVIDUAL(S) DOES NOT QUALIFY.)

POINTS: TWO (2) PER PROFILE.

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9. CFE, CFM or CBM INFORMATION AND/OR PROMOTION MINIMUM REQUIREMENT: TWO (2) SEPARATE ARTICLES OR INFORMATIONAL PIECES WITHIN THE CALENDAR YEAR. * MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER EVENT PROMOTED. POINTS: TWO (2) PER ARTICLE.	<i>Articles pertaining to CFE, CFM and CBM certification.</i>
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10. COVERAGE OF INDUSTRY OR COMMUNITY EVENTS MINIMUM REQUIREMENT: NONE * MUST BE AT LEAST ONE (1) MULTIPLE SENTENCE PARAGRAPH PER EVENT COVERED. POINTS: ONE (1) PER ARTICLE.	<i>Articles relating to industry or community events and/or happenings.</i>
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11. AD SALES MINIMUM REQUIREMENT: FIVE (5) ADS OR BUSINESS CARDS. POINTS: ONE (1) PER AD.	<i>The sale of space within the newsletter for advertising purposes. Can be an ad or business card.</i>
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12. LISTING OF OFFICERS & COMMITTEE HEADS, INCLUDING PHONE NUMBERS MINIMUM REQUIREMENT: NONE POINTS: TWO (2) PER ISSUE.	<i>A list by name and phone number of all Branch Officers and Committee Chairs.</i>
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13. STUDENT BRANCH CORNER 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>
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14. FREQUENCY OF PUBLICATION MINIMUM REQUIREMENT: NONE POINTS: THREE (3) PER ISSUE.	<i>How often your Branch Newsletter is published and sent to members.</i>
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15. LAYOUT MINIMUM REQUIREMENT: NONE POINTS: AWARDS COMMITTEE RATING OF 0 - 5 PER ISSUE.	<i>How well articles, photos, ads and other insertions are placed.</i>
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16. USE OF ARTWORK AND COLOR 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>
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17. USE OF PHOTOGRAPHS MINIMUM REQUIREMENT: NONE POINTS: AWARDS COMMITTEE RATING OF 0 - 5 PER ISSUE.	<i>Use and placement of photographs throughout the newsletter.</i>
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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. Place an X in the box next to your branch size.
 - C. Enter CALLENDAR MONTH AND YEAR the newsletter is being submitted for.
 - D. Branch President must sign on PRESIDENT'S SIGNATURE line.
2. Enter newsletter PAGE NUMBERS where each item/article is located. **(REQUIRED)**
3. Enter the total number of locations per category in the QUANTITY column.
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 months score sheet in front of the corresponding newsletter. **(REQUIRED)**