

WA-AK DIVISION NEWSLETTER AWARD CRITERIA

2011-2012

PRIORITY FEATURES		Maximum Point Value (150 Max)	Awarded
Association Identity	The IAAP identity should always be visible on page one and can be the association name spelled out or IAAP's logo (or both).	10	
Chapter Identity	In addition to the name of your newsletter, the newsletter nameplate should identify the chapter by including a tag line (e.g. <i>A newsletter for Seattle Administrative Professionals</i> ). Be sure to list your Web address.	5	
Meeting Information	Meeting information should preferably be on page one. This is your marketing tool to get members and visitors to the meeting. Be sure to include RSVP directions near this information.	15	
Chapter Officers and Contact Info	Include your chapter officers and contact information, in addition to the chapter mailing address.	10	
Dates for Chapter Events	Provide a calendar (either a visual calendar or a list of dates) to remind members of upcoming chapter events. List out as far as possible.	10	
Dates for Association Events	Include dates or provide a calendar for Division, District and International meetings and conferences. Include CPS/CAP application and exam dates.	10	
BENEFICIAL ELEMENTS			
President's Message	It is a good idea to include some words from the chapter leader. Also, include a photo to further identify. This message should be <i>inside</i> the newsletter and should include important reminders and requests on a positive note. The tone should be professional.	5	
Information Column	Create a column or section to keep new members up to speed with what is going on. This column is a great spot to explain where to pick up chapter mail, how to order a specialized chapter name badge, when to wear the association pin, and what specific terms mean (e.g., Division, CPS, CAP, etc.).	10	
Graphics & Photos	Graphics and photos add interest to your newsletter. Remember that less is more. Too many variations confuse the reader and tire the eye. The same goes for borders and fonts...keep them to no more than two varieties per page.	15	
FILLER COMPONENTS			
Member News	Have a column or article to announce member and employer news or, create a column to highlight current members and officers, and to introduce new members. Include bio information and a picture if available.	5	
Trade Articles	Ask your members to write pertinent or timely articles that would be of interest to members (computer tips, organization, e-mail etiquette, etc.). Remember to adhere to copyright laws if you want to use information from other sources. <i>(Remember, information available on the internet is copywriter protected, just as printed materials are. Look for sites that offer free information that you can use.)</i>	10	
OVERALL PRESENTATION			
Visual	Format is eye appealing. Good layout principles and use of space.	20	
Distribution	Newsletter made available via email distribution or on an internet site or link.	5	
Bonus	Additional points for excellence not listed.	20	
		Total Points Awarded	

**Deadline: April 20, 2012:** Please submit newsletter of your choice (from the 2011-2012 year) to the WA-AK Division Board at [melanie@rmcarchitects.com](mailto:melanie@rmcarchitects.com)