

Criteria for Newsletter Competition – 2017

No entry form is required.

Open to all Oregon Good Sam chapters.

Enter three (3) samples of your newsletters. They must have been published between July 2016 and June 2017. Primary purpose of newsletter is to inform membership of chapter events and other news in a timely and interesting manner. Further, it should promote participation in Good Sam events.

Category	Criteria	Chapter	Chapter	Chapter	Chapter	Chapter	
Content	Relevance Balanced Contact info listed Calendar of events Editorial Motivational						
Layout & Design	Overall pleasing appearance Readability (size of type & use of white space) Balance of copy with photos, headlines Consistent format						
Accuracy	Effective proofreading, accurate spelling and punctuation Observance of copyright laws Year & month listed Easily understood						
Creativity	Use of imagination Entertaining as well as informative						
Coverage	Chapter news: past & future GSC material covered Links to OGSC website						
Totals							

JUDGES: You can rank each question/criteria from a low of 1 to a high of 10; then add points to determine winners!!