



## Newsletter of the Year Award Competition Rules

This application, along with all supporting material, should be sent via email to Kristopher Koehler at [irwainecvicechair@gmail.com](mailto:irwainecvicechair@gmail.com) on or before February 01 to be eligible for this award. Please ensure you receive an acknowledgement email receipt within 48 hours of submitting your application.

**Winners of the three previous years are not eligible.**

The Award for Newsletter of the Year will be granted to the chapter newsletter that exhibits exemplary qualities in their communication of chapter, regional and international news and information. The time frame involved is January 1 through December 31 of the award year.

The committee of judges consists of the Vice-Chair of the International Nominations and Elections Committee (INEC) who will act as the chair of the judges committee and two other INEC members to be selected by the Vice-Chair

**Please Note: There is one Newsletter Award and all chapters are eligible**

Please submit an electronic copy of at least three (3) but no more than six (6) newsletters published during the calendar year of the award year (between January 1 and December 31), to the INEC Vice Chair along with the cover sheet in order to be considered for this award.

### Ratings Criteria

#### I. NEWSLETTER IDENTITY

The newsletters should establish an overall chapter identity, easily recognized by the members who want to read them and look forward to receiving them.

1. Identity:

Are your newsletters readily recognizable as being associated with your chapter and as part of the IRWA?

2. Style:

Do your newsletters attract the reader's attention?  
Would your members glance at it right away or put it aside until all other mail has been read?

3. Overall Appearance:

Do each of your newsletters look like a unified whole with some thought given to the layout of the articles and graphics or is it a hodgepodge of secretary's minutes, course offerings and other tidbits that look like a cut-and-paste job?

## II. EDITORIAL CONSISTENCY

The newsletters should reflect good editing.

Graphic appeal is not considered here.

1. Interesting/Entertaining:

Does the newsletter hold the reader's interest to the end? After reading each newsletter, will the reader feel that it has been time well spent?

2. Writing/Editing Consistency:

Does the writing and editing consider its target audience? Does the choice of words recognize their intelligence and general knowledge of the right of way profession but not so technical as to be understood only by people in a narrow specialty? Is the writing/editing style consistent throughout the issues submitted? Is the content similar in the letters submitted or do some newsletters contain much more information while others are merely a flyer announcing the next meeting?

## III. CONTENT

The Newsletter should provide meaningful and useful information.

1. Overall Content:

Is there a good balance between different kinds of information or is each issue devoted essentially to one topic?

2. Inform Members of Chapter Activities:

Does each newsletter include reports of recent activities and announcements or upcoming events?

3. Courses and Job Openings:

Are courses announced far enough in advance that members can make the necessary arrangements to attend? Do job announcements give enough time to submit a well prepared resume or application? If no one has listed any job offerings, is the IRWA job hotline mentioned?

4. International Association and Regional News:  
Is the member kept informed of what's going on with the International Committees? Are items from the Chapter Leaders or Chapter Committee Representatives included? Are Region Forums and International Conferences announced and reported on?
5. Right of Way Concerns for Your Geographical Area:  
Are there articles dealing with right of way projects in your area, chapter or region? Is there any mention of pending legislation which would affect the right of way profession? Are there reports of unusual right of way problems and or unusual solutions included in the newsletter?
6. Total Chapter Participation:  
Are all chapter committees publicized more or less evenly in the newsletters? Do several members write articles or does the editor appear to write everything.

#### IV. GRAPHIC DESIGN

The newsletter should be well designed.

1. Readability:  
Are the newsletters easy to read with an appropriate type size and font (style)? Is there good use of "white space"?
2. Image Enhancement:  
Do the newsletters look professional? Do they look like the publication of a professional organization or the calendar for a local club?
3. Proper Use of Photos:  
Do the photos help tell the story or do they just fill up empty spaces? Are the photos clear and the captions legible and understandable to someone who wasn't there?
4. General Graphics Selection:  
Do the graphics add to or detract from the newsletters? Are the mastheads, borders, IRWA and Chapter logos, cartoons and miscellaneous graphics appropriate to the season in each of the submitted newsletters?