

## CA Newsletter of the Year Award Competition Guide

The application form, along with all supporting material, should be sent via email to the State Program Director at [programs@californiaknights.org](mailto:programs@californiaknights.org) on or before April 1 to be eligible for this award.

**Please Note: Winners of the three previous years are not eligible.**

The Award for Newsletter of the Year will be granted to the council and assembly newsletter that exhibits exemplary qualities in their communication of local, regional and international news and information. The time frame involved is April 1 through March 30 of the award year. The committee of judges will consist of the State Program Director and the four Faith in Action Chairmen.

**Please Note: The top 3 Council Newsletters and top 3 Assembly Newsletters will be recognized at the Annual California State Meeting.**

Please submit an electronic copy of three (3) newsletters published during the calendar year of the award year (between April 1 and March 30), to the State Program Director along with the application form in order to be considered for this award.

### Ratings Criteria

#### I. NEWSLETTER IDENTITY

The newsletters should establish an overall Knights of Columbus 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 the Knights of Columbus?
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 just a copy of the minutes, calendared events 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 Knights of

Columbus and our Catholic faith? 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 Council / Assembly Activities:  
Does each newsletter include reports of recent activities and announcements or upcoming events?
3. Inform Members of Council / Assembly News:  
Is the member kept informed of what's going on with the committees and programs? Are items from the State and Chapter included?
4. Total Council / Assembly Participation:  
Are all programs publicized 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?
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, logos, cartoons and miscellaneous graphics appropriate to the season in each of the submitted newsletters?