



Newsletter or Magazine Evaluation & Awards Entry Form

NOTE: Only printed newsletters or magazines printed during 2011 are eligible for submission. Entry form must be completely filled out to qualify.

Evaluations will be based on the following criteria in judging newsletter or magazine entries:

- Membership alerts
- Headlines and copy
- Editorial content
- General design
- Photos
- Photo captions
- People intensive
- Production
- Communicating in “Tool Kit” terms
- Editorial style

Printed newsletter or magazine awards will be made in categories based on chamber size. A minimum point total is required in order to be eligible for an award.

In addition, special awards including Outstanding Achievement, Journalistic Excellence and Strong Business Image may also be presented.

Chamber _____

Executive _____ Annual Chamber Budget _____

Statement of purpose of publication _____

Publication’s frequency (must be at least quarterly) _____

Newsletter/magazine budget _____

What is your chamber’s financial goal for this publication?

- Money maker Break even Necessary expense

Describe the finances of this publication – how much money it makes or costs the chamber annually _____

Who writes and has editorial control of this publication?

- Chamber staff Volunteers Paid contractor/professional

Combination/other (describe) _____

Return this form with two copies of two different issues of your newsletter or magazine and check for appropriate entry fee(s) — \$35 per entry — by **November 11, 2011** to:

Return Forms to: W.A.C.E. Communications Awards
P.O. Box 1736
Sacramento, CA 95812-1736