



## E-Newsletter Evaluation & Awards Entry Form

*NOTE: Only e-newsletters distributed 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 e-newsletter entries:

- Professional look/first impression
- Content — good balance of stories, not all events
- Good headlines
- Quick read/overall length — (use of “more” or for the “full story click here”)
- Printer friendly/printability
- Links
- Special features worth noting
- Chamber name/Address/Opt-out option

Chamber \_\_\_\_\_

Executive \_\_\_\_\_ # of members \_\_\_\_\_

Statement of purpose of your e-newsletter \_\_\_\_\_

\_\_\_\_\_

Frequency \_\_\_\_\_

e-Newsletter budget \_\_\_\_\_

What is your chamber’s financial goal for your e-newsletter?

- Money maker       Break even       Necessary expense

Describe the finances of your e-newsletter—how much money it makes or costs the chamber annually \_\_\_\_\_

\_\_\_\_\_

Who writes and has editorial control of your e-newsletter?

- Chamber staff       Volunteers       Paid contractor/professional

Combination/other (describe) \_\_\_\_\_

\_\_\_\_\_

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

or FAX to:            (916) 444-6685

or email to:         jennifer.johnson@calchamber.com

**NOTE: *After*** entry form has been submitted, e-mail two different issues of your e-newsletters to *dave.kilby@calchamber.com* — Send check for appropriate entry fee — \$35 — and return form by **November 11, 2011.**