Western Association of Chamber Executives

Print Publication Award (formerly Newsletter / Magazine Award)

Purpose:
This award recognizes excellence in Chamber content-rich publications such as newsletters, magazines, or community guides (not membership directories) that effectively inform, engage, and inspire members while showcasing the Chamber's leadership role in the community. Winning entries demonstrate professional design, engaging editorial content, and alignment with the Chamber's core competencies.

Eligibility:

- Applicant must be a Chamber of Commerce in good standing as a member of W.A.C.E.
- Only **printed newsletters or magazines distributed during 2026** are eligible for submission.
- **Directories are not eligible.**
- Each Chamber may submit one entry.

Award Presentation:

- Recognized at the W.A.C.E. Annual Conference.
- Winning entries will be featured in W.A.C.E. communications and serve as best-practice examples.

Application Elements

Applicants should provide the following materials in their submission:

Component	Description
Chamber Information	Chamber name, location, membership size, staff size, and primary contact.
Publication Entry	One copy (PDF preferred) of the newsletter or magazine published in 2026.
Overview	Brief description of the publication's purpose, target audience, frequency of publication, and distribution method (print or print/digital hybrid).

Component	Description
Content Strategy	Explanation of how stories and features are selected; approach to balancing Chamber news, community updates, advocacy, and member recognition.
Design & Production Notes	Information on layout/design process, photography use, staff or vendor roles, and production methods (in-house vs. contracted).
Impact & Engagement	Evidence of readership success such as circulation numbers, member feedback, or examples of influence (e.g., increased awareness of initiatives, advocacy outcomes).
Compliance	Confirmation that the publication clearly identifies the Chamber as the publisher and follows best practices for editorial accuracy.

Judging Criteria

Entries will be reviewed by a panel of communications and marketing professionals (or W.A.C.E. members with expertise in publications). Judges will evaluate based on the following weighted criteria:

Criterion	Weight	What Judges Will Look For
Photos & Visuals	15%	Quality, relevance, and effective use of photos to enhance stories; inclusion of captions.
Member Alerts & Relevance	10%	Timeliness and usefulness of alerts, calls-to-action, or updates provided to members.
Chamber Core Competencies	20%	How well the publication communicates the Chamber's role in strengthening the local economy, advocacy, networking, or community building.
Headlines & Copy	10%	Clarity, creativity, and engagement of headlines; readability and accuracy of copy.
Editorial Style & Tone	10%	Consistency of voice, professionalism, and appropriateness for the audience.

Criterion	Weight	What Judges Will Look For
Editorial Content	15%	Breadth and depth of articles; balance of topics; people-focused storytelling (e.g., member spotlights, community leaders).
People Intensive	10%	Extent to which the publication highlights people (members, volunteers, staff, community leaders) rather than just events or announcements.
General Design & Production Quality	10%	Layout, typography, readability, branding, and overall aesthetic quality. Execution and attention to detail.