

**IRENE MARDIS NEWSLETTER AWARD**

**THREE ISSUES** OF CLUB'S NEWSLETTER FROM MAY 2008 TO MARCH 2009 **TO EACH** OF THE FOLLOWING

***Dianne Vann***

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***Berthenia Cromwell, Immediate Past Governor***

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Deadline March 31, 2009

The **Irene Mardis District Two Newsletter Award** was authorized by the District Two Board of Directors in April 1994, in honor of Irene Mardis, Governor 1990-92. The criteria and procedures for submitting entries and judging the projects are based on information from *The Altrusa Encyclopedia*.

Judging will be done on only three issues of the newsletter from the period between May and March, inclusive. Copies must be submitted to the judges by the deadline indicated each year in the Call to Conference. The Chairman of the District Two Communications Committee will serve as non-voting chairman of the judging committee with three members being appointed by the District Governor.

Winning entries should be reported to the District Governor by the requested deadline. Award certificates will be presented to the first three place winners at the District Conference.

## IRENE MARDIS CLUB NEWSLETTER JUDGING CRITERIA AND SCORESHEET

Club newsletter competition is held at the District level, and judged at Conference each year. Only three(3) copies of three issues are to be submitted by each club, issues distributed between *May and March*, inclusive. At Conference, First, Second and Third place winners receive a Certificate of Award in recognition of their achievement. Criteria are mainly based on checklist contained in the *Altrusa Encyclopedia*.

Altrusa International, Inc of _____	<u>Maximum Points</u>
	<u>Scored</u>
I. Content – 63%	(63)
A. President’s message	4
B. Advance notice of meetings	(14)
1. Date/Time	3
2. Place	3
3. Information re: Reservation Deadline	2
4. Program Description	3
5. Announcement of upcoming Board and Committee meetings	3
C. Club News	(15)
1. Upcoming Projects	3
2. Complete Projects	2
3. Committee Activities	2
4. Board Actions	2
5. New Members Introductions	2
6. Highlights or Minutes of Last Business Meeting	2
7. Highlights or Minutes of Last Program Meeting	2
D. District News	(08)
1. Workshops	2
2. New Clubs	2
3. Conference	2
4. Communication with District Officers	2
E. International News	(08)
1. Policy Announcements	2
2. New Clubs	2
3. Convention Notices and Reports	2
4. Highlights from Club Mailings	2
F. Foundation News	(08)
1. Local Club Program Updates	2
2. Latest on International Project Developments	2
3. Fundraising Campaigns	2
4. Highlights from mailings to club presidents/committee chairs	2
G. Altrusa Accent	(06)
1. Sentence or two; news brief emphasizing salient Altrusa fact Historical point or happening	3
2. Personal items such as member promotions, honors, trips, illnesses, member’s changes of address/telephone numbers, etc.	3

NOTE: One of the three newsletters submitted should carry District, International and Foundation News.

II.	Format - 25%	(25)
	A. Identification	(09)
	1. Full correct name of club – Altrusa International Inc. of _____, <i>City, State or Province</i>	3
	2. Name and address of Editor	3
	3. Name and address of Club President including e-mail, club website	3
	B. Appearance	(06)
	1. Free of typographical errors	3
	2. Clean Production	3
	C. Environmental Sensitivity	(10)
	1. Use of Recycled Paper	5
	2. Use of e-distribution (Max)	5
III.	Readability – 12%	(12)
	A. Arrangement of Layout	
	1. News categories logically placed	3
	2. Items easy to find, easy to identify, easy to follow	3
	3. Announcements set off in boxes	3
	B. Writing style – informal but <i>concise; informational and lively</i>	3
	 TOTAL	 100