

# GEORGIA DISTRICT PILOT INTERNATIONAL

## NEWSLETTER COMPETITION GUIDELINES

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**PURPOSE:** To inform and to stimulate interest in improving communications within and among members of Pilot Clubs of the Georgia District, Pilot International. Newsletters need not be issued monthly; however, they must be consistent in issuance (i.e., monthly, bi-monthly, quarterly).

**AWARD:** The District Newsletter Award will be presented at District Convention. A Regional Newsletter Award will be given to a club from each of the five (5) regions; the district winner will be chosen from those five.

### FORMAT AND CONTENTS OF NEWSLETTER:

**Identification:** A masthead should appear at the top of the first page, indicating:

- Name of Newsletter
- Name of Pilot Club
- Date, Volume # and Issue # (to help keep track of issues)

Other information on the first page should include:

- Name and contact information of editor
- Name and contact information of club president

Suggested: names and contact information of other officers

**Size/Pages:** There are no restrictions on the size or the number of pages.

**Contents:** The newsletter should include news at all levels of Pilot: local (club), district and international.

Additional recommended subjects:

- Division reports (Membership, Fundraising, Projects, Youth)
- Short news items about members
- Community involvement

**Layout:** Neat and readable

Graphics and/or photos are recommended

Content is the objective, rather than a professional look

Color or black/white print are judged equally

## **Purpose**

Your club's newsletter or bulletin is an important communication tool for your club. Even more importantly, it helps promote friendship and a sense of family among members. It also keeps members updated on club activities and projects and provides an opportunity for members to be recognized individually for professional, personal and club accomplishments. Another less obvious but valuable objective of the newsletter is to keep members interested, involved and motivated.

## **Editor**

Ideally, the newsletter editor should be someone with writing and communications skills who is enthusiastic about taking on the duties required of a club editor. If no one seems willing at first request, the club president might suggest that the club newsletter need not be the burden it may be perceived to be; it can be as simple as the editor chooses, with short, informative items and bits of personal news provided by the members themselves.

## **Content**

This varies from club to club, but information may include: items of club business; project activities; program or other announcements; schedules of upcoming events; personal news about members; district activities; and information from Pilot International. Some clubs publish club minutes in their newsletters, in lieu of taking the time to read them at meetings.

## **Format**

The newsletter can be any number of pages. Standard format is 8½" x 11" (letter paper size) which, when folded, fits easily into a business-size envelope. The newsletter should include the club name, an address, and site and time of club meeting. Pilot International policy states that information written or printed on postcards, personal or business stationery should not be substituted for a club newsletter.

## **Distribution**

Each member of the club, as well as the District Governor, should receive a copy of each newsletter. It is suggested that copies be sent to the Governor Elect, the Region Lt. Governor, and the ECR as well.

**GEORGIA DISTRICT PILOT INTERNATIONAL**

**2019-20 NEWSLETTER**

**AWARD ENTRY FORM**

**TO ENTER:** Send one copy of three (3) consecutive newsletters, dated between February 2019 and January 2020, with this entry form attached, to your **2019-20 Region Lt. Governor.**

**DEADLINE:** All entries must be postmarked on or before **JANUARY 6, 2020.**

**JUDGING:** Judges will be professionals in the field of journalism and/or well-qualified experienced Pilots. Newsletters will be judged on format, contents, layout and general suitability to Pilot and individual clubs.

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**Name of Club:** \_\_\_\_\_

**Region:** \_\_\_\_\_

**Name of Newsletter:** \_\_\_\_\_

**Name of Editor:** \_\_\_\_\_

**Submitted by:** \_\_\_\_\_

*Name*

\_\_\_\_\_  
*Title*

**Address:** \_\_\_\_\_

**Date submitted:** \_\_\_\_\_

*Your newsletters will not be judged unless you follow the entry rules stated above.*

# 2019-20 GEORGIA DISTRICT NEWSLETTER EVALUATION FORM

PILOT CLUB: \_\_\_\_\_

Region: \_\_\_\_\_

<u>Criteria</u>	<u>(Possible Points)</u>	<u>Points Earned</u>
<b>Format:</b>		
1. Nameplate contains proper identification	(10)	_____
2. Headlines, headings and captions are appropriate for the contents	(5)	_____
3. Consistently readable (avoids use of jargon, explains new terms and acronyms as needed, contains few or no errors)	(10)	_____
<b>Content:</b>		
4. Accomplishes purpose; keeps Pilots informed through:		
a. Local Pilot Club news, reports, community involvement, member information, etc.	(20)	_____
b. Georgia District news, events, announcements, etc.	(10)	_____
c. Pilot International news, events, announcements, etc.	(5)	_____
5. Promotes friendship and service	(10)	_____
<b>Layout</b>		
6. Overall design	(10)	_____
7. Effective use of space	(5)	_____
8. Effective use of graphics	(5)	_____
9. Neatness	(5)	_____
10. Quality of print or copy	(5)	_____
<b>TOTAL POINTS (out of 100 possible)</b>		_____

**JUDGES' COMMENTS**

**GOOD POINTS:**

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**SUGGESTED IMPROVEMENTS:**

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