



## Newsletter Contest Guidelines For Chapters of Tennessee GWRRA (Revised 12/27/17)

**Purpose:** These guidelines establish procedures for recognition of the time, hard work, and information that Tennessee Chapters are putting out to Chapter participants in the form of a Chapter Newsletter. The purpose of the newsletter is to document the activities, fun, and participation by Chapter participants, and to be an informative communications medium for and to the members.

**Changes:** Starting with the January 2018 newsletters the District will recognize 4 Quarterly Newsletter winners (One per quarter) and an Annual Newsletter winner. The quarterly winners will receive Certificates and the Annual winner will receive a plaque. Some items below are highlighted since these were common omissions in 2017.

### **Format:**

- 1) There is no requirement for a specific format. Each chapter chooses their preferred format. In accordance with the GWRRA Officer's Handbook, several required items **must be present on the front page** of the newsletter. These items are:
  - a. Gold Wing Road Riders Association or the initials/letters GWRRA
  - b. Chapter Name, initials, or associated logo
  - c. GWRRA Logo (**Current with trademark symbol**)
  - d. District designation or associated logo
  - e. Month and Year of the newsletter
  - f. Date, Time, and Location of Monthly Gathering
  - g. **Chapter Directors' contact information**
  - h. GWRRA motto "Friends for Fun, Safety and Knowledge"
- 2) Newsletters can be in black & white or in color. There will be no points awarded or subtracted for either format.

### **Judging Guidelines:**

- 1) In an effort to help promote submissions by all Chapters, a Chapter can only win one quarterly certificate per year. However, a newsletter submitted after their quarterly win may obtain a higher score and be eligible for the annual newsletter award.
- 2) See attached score sheet for criteria to be judged. The score sheet will be utilized by the District Membership Enhancement Program Coordinators to evaluate each newsletter submitted.
- 3) Special editions for judging purposes will not be accepted. An exact copy of what the members receive is what is to be submitted for consideration for this contest.



### **Submission Requirements:**

- 1) Tennessee Chapter newsletters should be submitted to the TN District Membership Enhancement Program Coordinators (MEPC). Email to:  
tn.mepc@gmail.com
- 2) Newsletters need to be received by Dennis and Anne by the 1<sup>st</sup> of the following month (example: January newsletters need to be received by February 1).
- 3) Participation in this program is the sole responsibility of a Chapter. Chapters should submit newsletters for consideration in accordance with these Newsletter Contest Guidelines.

### **Scoring:**

Scoring will be completed for the quarter by the 10<sup>th</sup> of each month following that quarter (April 10<sup>th</sup>, July 10<sup>th</sup>, October 10<sup>th</sup> and January 10<sup>th</sup>). The TN Newsletter of the year will be selected from all submitted newsletters before January 10<sup>th</sup> of the following year so award can be presented at the Winter Event or at Spring Fling. For example: the 2018 TN Newsletter of the year will be selected by January 10, 2019.

### **Notification and Award:**

The Tennessee Chapter selected for the quarterly award will be notified, and the award will be presented to the Chapter Newsletter Editor (or Chapter Director, if the editor is not present). The Annual award will be presented at the Tennessee District Winter Event or Spring Fling. Each winning newsletter will also be posted on the Tennessee District website [www.tngwrra.org](http://www.tngwrra.org) during the quarter following the selection.

### **Tie Breaker:**

In case of a tie, the overall content of the newsletters in question will be reviewed by the Tennessee Membership Enhancement Program Coordinators. Their decision will determine the winning newsletter.



**GWRRRA Newsletter Award Score Sheet**

<b>Item</b>	<b>Points</b>	<b>Total</b>
Front Page (* - items must be on the front page in order to receive credit)		
* Chapter name, initials or associated logos	3	_____
* Gold Wing Road Riders Association or the initials/letters GWRRRA	3	_____
* GWRRRA Logo (current Logo with trademark symbol)	3	_____
* District designation or associated logo	3	_____
* Month and year of the newsletter	3	_____
* Date, Time, and Location of Monthly Gathering	5	_____
*Chapter Director contact information	5	_____
*GWRRRA Motto	3	_____
District Director's name	2	_____
Chapter Officers and Team Listing	3	_____
Articles From:		
Chapter Director	1	_____
Assistant Chapter Director	1	_____
Rider Educator (Safety)	1	_____
Chapter Membership Enhancement Coordinator	1	_____
Chapter Couple of the Year	2	_____
Chapter Participant (other than a Chapter Officer)	3	_____
Calendar of Events/List of Upcoming Rides	5	_____
District Event Listing	3	_____
GWRRRA Membership Join Date of Participants (month and year)	3	_____
Chapter Participant Birthdays & Anniversaries	2	_____
Chapter Activity Photos (tasteful utilization, depicts Chapter Life Chapter Participant Awards and Member Recognition)	0-5	_____
Chapter Participant Awards and Member Recognition)	0-5	_____
Newsletter is well organized and easy to read	0-10	_____
Overall appearance/visually appealing	0-5	_____
Layout of the articles flows well and expresses the importance of each	0-5	_____
Newsletter is informative	0-5	_____
Information is current and timely	0-5	_____
Spelling and Grammar are correct	0-5	_____

**TOTAL (Maximum 100)**