



EXCHANGE

NORTH CAROLINA DISTRICT EXCHANGE CLUBS

NORTH CAROLINA DISTRICT BULLETIN OR E-MAIL NEWSLETTER

This form will be used in computing points earned by a Club competing for the North Carolina District Bulletin or E-Mail Newsletter Award. Each judge will grade the bulletins or e-mail newsletters submitted and the scores will be averaged. The Club having the highest averaged score will be declared the winner.

Three (3) copies of three (3) different issues of the bulletin or e-mail newsletter must be submitted with this form to the District Awards Committee by **no later than March 10.** The winner will be submitted to National Exchange Club to be considered for the National Best Club Bulletin Award.

Exchange Club of: _____

Editor Name(s): _____

Bulletin or e-mail newsletter name: _____

Number of Club Members: _____

Is Bulletin or email newsletter published at least once a month? _____

Approximate annual bulletin budget: \$ _____

Any income from advertising and, if so, how much? \$ _____

Secretary/Awards Chair

President



EXCHANGE

NORTH CAROLINA DISTRICT EXCHANGE CLUBS

Criteria: (For judges use only)

Points Earned

1. **Content:** Max 30 points

- Is content balanced between news of upcoming meeting programs, other club events, project progress, reports of recent projects, member news, items of general Exchange interest, personality profiles, humor?

- Does the bulletin promote participation, attendance, membership and new club building, Exchange education and significant news on District and National levels of Exchange?

- Does the bulletin carry the correct Exchange Club logo as well as complete and correct Club name, city, state, meeting date, time and place?

2. **Readability:** Max 10 points

- Does the writing meet acceptable standard of punctuation, sentence structure, grammar and spelling? Is writing concise, understandable and accurate?

3. **Eye Appeal:** Max 10 points

- Does the overall appearance of the bulletin stimulate the readership? Are the masthead and other elements creatively and neatly handled with occasional artwork, photos, color, etc.? Does the layout incorporate careful attention to white space, page balance, and the importance and organization of the articles?

Total Points Averaged: _____