

## SAR Newsletters and Publications Committee Guidelines for Award Judges

### Eligibility

To be eligible for competition, submission should be the single issue as determined by the editor/chapter to be the best printed issue per calendar year to be submitted to the Newsletters and Publications Committee chairman. Submissions are preferred by email attachment (PDF/WORD files) or by the issue URL if located on a web site. Submissions should be of acceptable quality; poor quality newsletters will not be judged. See Handbook for ideas for what a good newsletter can be. The submission must be received **by December 15**.

However, editors are encouraged to place the committee chairman on their normal distribution list. Sending your newsletter issues to the committee chair does **NOT** enter the publication into any contest.

### Newsletter Contests

#### Judging

- A. Contains: (Chapter, State-level Society, and/or National activities; a calendar and/or notices of events; membership information such as welcoming of new, remembering deceased, etc.; special observances announced and/or reported; and special stories)
- B. Editorial Content: (writing style & content; punctuation; spelling & typographical errors; helpfulness to readers; general interest of articles; identifiable masthead & SAR insignia; and overall quality)
- C. Appearance: (general layout; use of photographs; use of art/graphics; typefaces; and neatness)

Evaluation Criteria Categories	
<b>Basic Content:</b>	<b>Points</b>
State-level Society/Chapter Activities	15
Calendar of Events	10
Welcoming of New Members	10
Deceased Remembrances	10
Special Observances	10
Special Stories	15
NSSAR Events	10
<b>Editorial Content:</b>	
Writing Style & Content	10
Punctuation, Spelling, Typos	10
Helpfulness to Readers	20
General Interest of Articles	20
Identifiable SAR Logo/Masthead	20
Overall Quality	20
<b>Appearance &amp; Presentation:</b>	
General Layout	5

Use of Photography	10
Use of Art/Graphics	5
Typeface	5
Neatness	5
The maximum amount of points that can be awarded to a specific chapter is 120 points.	200

## Special Publication Contests

A Special Publication can be a

- **Unique, single issue covering a chapter or state-level special single/onetime event: e.g, chapter/state 25<sup>th</sup>/50<sup>th</sup> anniversary. This should not be a newsletter covering a chapter meeting such as a regular 'special' chapter meeting: e.g., Constitution Week, George Washington's Birthday. In other words if your chapter/state has this type of 'special' meeting every year, then it does not qualify for this award contest but as part of the newsletter award contest.**
- **Yearbook. A Yearbook is by definition a single unique publication covering an entire year and not for one event as discussed above.**
- **Or some other similar unique/onetime event publication.**

### Judging

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- B. Editorial Content: (writing style & content; punctuation; spelling & typographical errors; helpfulness to readers; general interest of Content; identifiable masthead & SAR insignia; and overall quality)
- C. Appearance: (general layout; use of photographs; use of art/graphics; typefaces; and neatness)

Please submit state-level society and chapter newsletters to the SAR Newsletters and Publications chairman. **When submitting your single issue for a State entry, state which contest you are entering: Flathers, Niebell, or Smallwood.**

## **Categories**

### Chapter

Bessent Award	Up to four 8 1/2" x 11" pages for single sheet Five or more 8 1/2" x 11" pages for multiple sheet
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### States-level Society

Flathers Award	500 or less members.
Niebell Award	Up to ten 8 1/2 x 11 printed pages, over 500 members.
Smallwood Award	Over ten printed pages, over 500 members.

Please note that blank pages are not part of page count but will be considered in use of space or appearance.

## **Printing Method**

Whether by copier, digital, or offset printing, it is not to be of primary concern. Cost of production should not be the major factor in determining the "best all-around" newsletter. It is true that with more money to spend, the quality of the print, pictures, and design will be higher, but content, and utilizing the available resources will be considered.

Further considerations will be made in quality of production through quantity of mistakes and errors. An identifiable masthead with the state or chapter name and SAR insignia prominent, the officers' or editor's name given or a contact number, wise use of space, and any pictures are an integral part of the coverage.

Every editor at state-level society or chapter considers his newsletter to be excellent and deserving of recognition. Editors are to be commended for the efforts expended. However, there are only a few awards available and the competition is fierce, with little room for error. There is also some subjectivity incorporated into the judging process in order to provide flexibility in determining the best newsletters. These guidelines should help editors determine if they are meeting the requirements necessary to be competitive. If so, then the editors can submit their publications for judging. If not, then the editors should work towards meeting the requirements before submitting. Remember, good communication is the goal, not awards or accolades.