

National Communication Awards

National Communications Award - Print Newsletter

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program. Certificates are awarded to the three (3) top newsletter issues in three categories (district/area newsletters, zone newsletters, and club newsletters) recognized at the Ruritan National Convention. All newsletters will be judged on the same basis.

Recognition will be given in three categories:

- (1) District/area newsletters
- (2) Zone newsletters
- (3) Club newsletters

NOTE: The same newsletter cannot be submitted for both print and electronic newsletter awards.

All newsletters must have been published between Sept. 1 and Aug. 1. The district, area, zone, or club will submit three (3) copies of three (3) separate issues of its newsletter for judging. A cover letter stating that the newsletters are for judging purposes must be enclosed with newsletter submissions. Must be postmarked by November 1 each year.

Criteria (what the judges will look for): Use of Ruritan emblem; index; community Ruritan news; club, district, or zone news; club, zone, or district officer's column; national Ruritan news; National Director's column; use of color; use of artwork; use of pictures; and easy to read print.

Send submissions for **ALL Communications Awards** to:

National Advancement Committee
c/o Ruritan National Office
P.O. Box 487, Dublin, VA 24084

All Communications Awards entries must be postmarked by November 1.

National Communications Award – Electronic Newsletter

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program for electronic newsletters.

Certificates are awarded to the three (3) top electronic newsletter issues in three categories (district/area newsletters, zone newsletters, and club newsletters) will be recognized at the Ruritan National Convention. All newsletters will be judged on the same basis.

Recognition will be given in three categories:

- (1) District/Area newsletters
- (2) Zone newsletters
- (3) Club newsletters

All newsletters must have been issued between Sept. 1 and Aug. 1. The district, area, zone, or club will submit three (3) separate issues of its newsletter for judging. If the newsletters will remain online for the entire year (so that they may all be judged in November) send only the **web addresses** for the three newsletters. A letter to the Ruritan National Advancement Committee with these three web locations should be postmarked by November 1 each year.

If all three newsletters will NOT be available online in November for judging, these electronic newsletter entries should be captured on a CD and clearly labeled. The format should be html or pdf. A cover letter stating that the newsletters are for judging purposes must be enclosed with the CD submissions. Must be postmarked by November 1 each year.

Criteria (what the judges will look for): Use of Ruritan emblem; index; community Ruritan news; club, district, or zone news; club, zone, or district officer's column; Ruritan news; National Director's column; use of color; use of artwork; use of pictures; and easy to read print.

National Communications Award - Website

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program. Certificates awarded to the three (3) top websites in three categories (district/area, zone and club) will be recognized at the Ruritan National Convention and by a seal provided for the web page itself. All websites will be judged on the same basis.

Recognition will be given in three categories:

- (1) District/area websites
- (2) Zone websites
- (3) Club websites

Any club, zone, or district/area desiring to have a website judged must notify Ruritan National by letter containing the COMPLETE web address postmarked no later than November 1 each year. Judges will visit and view the site between November 1 and December 1.

Criteria (what the judges will look for): Level of creativity. How quickly does the home page load? How quickly do the subsequent pages load? How clear is the process of moving from page to page? Style review: contrast and readability of text and graphics, no spelling errors, good grammar, pages no more than 1 ½ screens long. Accuracy of information about Ruritan in general. Links with Ruritan National — use of direct links to Ruritan National's website. Level of information about Ruritan in general. Level of information about particular club or district. How timely is information - a month old, year old etc. Site lists location, city and state of club and provides contact information (email, phone, or mail address).