

Newsletter of the Year

Official Nomination Form

Submission Deadline: February 1

Qualifying Period: Most recent full calendar year (January 1 – December 31)

Eligibility: All IRWA Chapters, except winners of this award for the past three years

Submission Email: irwainecvicechair@gmail.com

Submission Items: Application and supporting material, at least three (3), but no more than six (6) newsletters published during the qualifying period

Application Receipt: You will receive acknowledgement of your application within 48 hours of submission

Winner Announcement: One winner will be announced at the Awards Luncheon during the Annual Conference

Award: Recognition plaque awarded to the Chapter

Description

The Newsletter of the Year Award recognizes a Chapter for their outstanding communication of Chapter, Region and International information through its newsletter. Newsletters are judged on the following criteria:

1. **Newsletter Identity:** The newsletter should establish an overall Chapter identity, easily recognized by the members who want to read them and look forward to receiving them.
 - Identity: Are your newsletters recognizable as being associated with your Chapter and as part of the IRWA?
 - Style: Do your newsletters attract the reader's attention? Would your members glance at it right away or put it aside until all other mail has been read?
 - Overall Appearance: Do each of your newsletters look like a unified whole with some thought given to the layout of the articles and graphics? Or is it a hodgepodge of secretary's minutes, course offerings and other tidbits that look like a cut-and-paste job?
2. **Editorial Consistency:** The newsletters should reflect good editing. Graphic appeal is not considered here.
 - Interesting/Entertaining: Does the newsletter hold the reader's interest to the end? After reading each newsletter, will the reader feel that it has been time well spent?
 - Writing/Editing Consistency: Does the writing and editing consider its target audience? Does the choice of words recognize their intelligence and general knowledge of the right of way profession but not so technical as to be understood only by people in a narrow specialty? Is the writing/editing style consistent throughout the issues submitted? Is the content similar or do some newsletters contain much more information while others are merely a flyer announcing the next meeting?
3. **Content:** The Newsletter should provide meaningful and useful information.
 - Overall Content: Is there a good balance between different kinds of information or is each issue devoted essentially to one topic?
 - Inform Members of Chapter Activities: Does each newsletter include reports of recent activities and announcements or upcoming events?
 - Courses and Job Openings: Are courses announced far enough in advance that members can make the necessary arrangements to attend? Do job announcements give enough time to submit a well-prepared resume or application? If no one has listed any job offerings, is the IRWA job board mentioned?
 - International Association and Region News: Is the member kept informed of what's going on with the International Committees? Are items from the Chapter Leaders or Chapter committee representatives included? Are Region Forums and International Conferences announced and reported on?
 - Right of Way Concerns for Your Geographical Area: Are there articles dealing with right of way projects in your area, Chapter or Region? Is there any mention of pending legislation which would affect the right of way profession? Are there reports of unusual right of way problems and or unusual solutions included in the newsletter?

- Total Chapter Participation: Are all Chapter committees publicized more or less evenly in the newsletters? Do several members write articles or does the editor appear to write everything?
4. **Graphic Design:** The newsletter should be well designed.
- Readability: Are the newsletters easy to read with an appropriate type size and font (style)? Is there good use of “white space”?
 - Image Enhancement: Do the newsletters look professional? Do they look like the publication of a professional organization or the calendar for a local club?
 - Proper Use of Photos: Do the photos help tell the story or do they just fill up empty spaces? Are the photos clear and the captions legible and understandable to someone who wasn’t there?
 - General Graphics Selection: Do the graphics add to or detract from the newsletters? Are the mastheads, borders, IRWA and Chapter logos, cartoons and miscellaneous graphics appropriate to the season in each of the submitted newsletters?

Newsletter of the Year

Award Nomination Application

Nomination Information

Newsletter Name _____

Chapter # _____ Region # _____

Nominator Information

Name _____ Chapter Position _____

Chapter # _____ Region # _____

Cell Phone # _____ Email _____