

4-H Ontario Association Newsletter Competition 2009 Entry Information

Entry Deadline: January 11th, 2010

Does your local newsletter editor do a great job? Do you want other Associations to know how effective your newsletter is?

What is it?

Local 4-H Associations are invited to submit samples of their Association newsletters to be entered in a newsletter competition, to encourage effective communication within local 4-H Associations. The newsletters will be judged based on their distribution, content, writing style and design, with the winning entries announced at the 4-H Ontario Conference and Annual Meeting in 2010.

How to enter...

To participate in this competition, please submit a "Newsletter Competition Entry Form" form along with samples of three (3) of your Association's newsletters that were distributed between January 1, 2009 and December 31, 2009.

Judging Criteria

The newsletters will be judged based on the following scorecard:

Content <ul style="list-style-type: none">• News stories related to local and/or provincial 4-H• Upcoming events listing• Reports• Recognition/Highlights• Appropriate contact information and other pertinent components• Other valuable contributions	45 points
Layout & Design <ul style="list-style-type: none">• Acceptable page layout, logical sequence of articles• Eye appeal• Creativity• Visuals (i.e. cartoons, pictures, etc.) to illustrate points and contribute to overall attractiveness• Print quality, clarity of pictures and text	25 points
Writing Style <ul style="list-style-type: none">• Use of correct grammar and punctuation• Free from typos and other errors• Readability, flow of writing	20 points
Distribution <ul style="list-style-type: none">• Method of distribution• Number and type of people reached• Frequency	10 points
Total	100 points

Want more information?

Please contact Programs at 4-H Ontario opportunities@4-hontario.ca or 1-877-410-6748

4-H Ontario Newsletter Competition Entry Form 2009

Entries due no later than January 11th, 2010

Association Name: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

Frequency of Newsletter Publication (please check one):

- Weekly
- Monthly
- Quarterly
- Other: _____

Type of Distribution (please check all that apply):

- Mailed / hard copy
- Insert in local newspaper
- Email
- Website
- Other: _____

If sent via email, what file type is the newsletter distributed in?

Who is the newsletter distributed to (i.e. members, volunteers, families, sponsors, media, etc.)? _____

Issues – please ensure that you have included copies of three (3) different issues of your newsletter with this entry form. Sample newsletters must be submitted in hard copy, regardless of how your newsletter is distributed.

Please forward entry to:

Attn: Opportunities, 4-H Ontario, 5653 Hwy 6 North, RR 5 Guelph, ON N1H 6J2.