

### BEST NEWSLETTER AWARD

AFE recognizes local Chapters for their innovative, creative, and informative approach to the development and distribution of Chapter newsletters. The Best Newsletter Award is granted to the Chapter whose newsletter (print or electronic) reflects an outstanding best practice for chapter communications which can be easily duplicated by other chapters. Award recipients in this category must complete the nominee submission process and include at least four examples of the Chapter's newsletter.

*All nominations must be submitted electronically by Monday, August 15, 2011.*

Chapter name and number \_\_\_\_\_

Chapter president \_\_\_\_\_

E-mail \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Nominated by \_\_\_\_\_

E-mail \_\_\_\_\_ Phone ( ) \_\_\_\_\_

#### Award category

- Small Chapter (65 members or fewer on July 1, 2011)
- Large Chapter (66 members or more on July 1, 2011)

#### Submission Guidelines

1. Describe the Chapter's overall strategy for publishing the newsletter. How is this strategy tied into the Chapter's strategic plan? Include how often the newsletter is published, how deadlines are met, distribution is accomplished, etc. (0 – 20 pts.)
2. What is the degree of member involvement in contributing to the success of the newsletter (i.e., contribution of articles, editing, photography, donated printing, mailing, etc.)? (0 – 20pts.)
3. How has the newsletter changed and evolved over the years; how has evolving technology played a role in the design and distribution of the newsletter? (0 – 20 pts.)
4. What costs are associated with the newsletter and how has the Chapter used sponsors, advertising and other revenue generating opportunities to enhance the newsletter and balance expenses? Include cost to publish, salary paid to outside professionals and income from advertising. What is the total cost per issue for the newsletter? (0 – 15 pts.)
5. What are the regular features of the newsletter and what is the most popular feature? Provide subscriber satisfaction survey data if available. (0 – 15 pts.)
6. What feedback instrument is used to measure reader satisfaction? (0 –10 pts.)

#### Submission process

- Submission should cover activities from June 30, 2010 – July 1, 2011
- Forms must be submitted electronically and received at AFE no later than August 15, 2011
- Font size should be at 12-point, in an easy-to-read font such as Arial or Calibri
- One page per question is the recommended submission length (5 Pages total)
- Attachments can be added for clarification (must be submitted electronically)
- All communications regarding this entry will be directed ONLY to the individual listed in the section "Nominated by:"
- All submissions will be reviewed by the respective Region Vice President (RVP) for the nominated Chapter's region for pre-qualification.
- Nominations receiving the RVP's recommendation will be forwarded to the AFE Awards Committee for final selection.

#### Regional Vice President

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Phone \_\_\_\_\_

Submit nominations and all attachments to AFE at [TThomasHall@AFE.org](mailto:TThomasHall@AFE.org) or via fax to 571/766.2142