

Gold Wing Road Riders Association



Newsletter Award Program Handbook

Revised January 2016

Purpose

Our Chapter newsletters are a vital component in the GWRRA communication chain. An excellent newsletter will provide clear, comprehensive information to the Chapter's members so that they are kept up to date on happenings within the Chapter, District, Region and GWRRA. The purpose of the Chapter Newsletter Award is to provide recognition to and honor a Chapter Newsletter Editor whose newsletters are considered outstanding by their District and Region.

The Chapter Newsletter Award is based on newsletters from the calendar year. The same Chapter is not eligible to win the GWRRA Chapter Newsletter Award in two consecutive years.

Judging Guidelines

There is no requirement for a specific format, and each Chapter is free to choose how they wish to format their newsletter. The newsletter submitted for consideration may be in color or in black and white, and it must be the same newsletter that the Chapter members receive.

Hyperlinks in a PDF are acceptable; include the entire URL for members who receive a newsletter at a Chapter gathering or via snail-mail.

Keep newsletters to a reasonable length. This will encourage readers to read through the entire newsletter and will reduce postage and reproduction costs.

Newsletters must be translated into English – latitude will be granted for grammatical considerations when newsletters are translated from another language. When submitting a translated newsletter, the original newsletter in its native language should also be included in the submission.

Process

- In order to maintain consistency within the program at every level, Districts and Regions should utilize the scoring criteria outlined in this handbook.
- Chapter Newsletters are submitted to their District in accordance with current District Newsletter Award Program timing requirements for their District.
- Districts submit the winning Chapter newsletter to the Region in accordance with the Region Newsletter Award Program timing requirements for that Region.
- Regions submit the winning Chapter newsletter to the Assistant Directors, Awards and Recognition.
 - Each Region may submit only one Chapter newsletter.
 - The GWRRA Chapter Newsletter Award is for the calendar year – January 1 through December 31.
 - Newsletters must be submitted no later than March 1 following the award year (eg., for the calendar year 2015, newsletters must be received no later than March 1, 2016).
 - Submit newsletters via e-mail to the Assistant Directors, Awards and Recognition, with a subject line "Region __ GWRRA Chapter Newsletter of the Year Winner". Contact information is found at <http://mep.gwrra.org/newsletteraward.html>.
- Team GWRRA will select an annual GWRRA Chapter Newsletter Award Winner. A panel consisting of the MEP Director and Assistant Directors will judge the newsletters according to the criteria set out in the scoring sheet.

- The winning Chapter newsletter, along with a photo of the winning Chapter Newsletter Editor, will be posted to the MEP website.
- Additionally, the winning Newsletter Editor will receive an award plaque to be presented at Wing Ding. The 2nd place Newsletter Editor will receive a certificate, presented at Wing Ding.

If you have any questions, contact the Assistant Directors, Awards and Recognition. Visit the MEP website at <http://mep.gwrra.org/newsletteraward.html> for the contact information.

**GWRRA Newsletter Award
Score Sheet**

Item	Points	Total
Front Page (* - items must be on the front page in order to receive credit)		
* Chapter name, initials or associated logos	2	_____
* Gold Wing Road Riders Association or the initials/letters GWRRA	2	_____
* GWRRA Logo (current Logo with trademark symbol)	2	_____
* District designation or associated logo	2	_____
* Region letter designation or associated logo	2	_____
* Month and year of the newsletter	2	_____
* Date, Time, and Location of Monthly Gathering	5	_____
* Chapter Directors' contact information	5	_____
* GWRRA Motto	2	_____
Director GWRRA Name	2	_____
Region Directors Name	2	_____
District Directors Name	2	_____
Chapter Officers and Team Listing	3	_____
Articles from:		
Chapter Director	1	_____
Assistant Chapter Director	1	_____
Chapter Rider Educator	1	_____
Chapter Membership Enhancement Coordinator	1	_____
Chapter Couple of the Year	2	_____
Chapter Participant (other than a Chapter Officer)	3	_____
Calendar of Events/List of Upcoming Rides	5	_____
Region/District Event Listing	3	_____
GWRRA Membership Join Date of Participants (month and year)	3	_____
Chapter Participant Birthdays & Anniversaries	2	_____
Chapter Activity Photos (tasteful utilization, depicts Chapter Life)	0 - 5	_____
Chapter Participant Awards and Member Recognition	0 - 5	_____
Newsletter is well organized and easy to read	0 - 10	_____
Overall appearance/visually appealing	0 - 5	_____
Layout of the articles flows well and expresses the importance of each	0 - 5	_____
Newsletter is informative	0 - 5	_____
Information is current and timely	0 - 5	_____
Spelling and Grammar are correct	0 - 5	_____
TOTAL (Maximum 100)		_____