

**2017-2018 BEST LOCAL UNIT NEWSLETTER**  
**Submissions Due to the State Office by June 1**

Title of Entry: \_\_\_\_\_

Communicator: \_\_\_\_\_

Local Unit: \_\_\_\_\_

Below is the criteria that will be used to judge newsletters. Scores - on a scale of 1 to 10 - will be assigned in each of the areas below. Highest scores will determine newsletter winners.

- How well does the entry meet basic standards of quality? Is it well-written, understandable, clear, concise, and/or logical in format? Spelling and grammar counts!
- How well does the entry meet technical standards of the medium? Does it look good? Is the layout and design or pictures worthy of an "A" for the resources available?
- Does the entry show imagination, innovation, uniqueness and/or creativity? Is this something new or is it the same old thing?
- How well does the entry promote the work of the local unit? Does the entry enhance the image and reputation of the local unit?
- Does the entry appeal to its intended audience?
- What is the entry's overall appeal and effectiveness? Does it deserve extra credit?

- To ensure the arrival of the application at the state office, please send by certified mail or call the state office to confirm receipt of the application. •