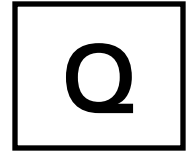


Local Chapter Newsletter



Deadline: Bring to the State Career Development Conference Onsite Registration
February 21, 2010.

Chapter: _____

Publicity Director: _____

This state only event is designed to encourage local chapters to publicize activities with other chapters, their own school districts, local business, and advisory committees.

Edibility

All local chapters are eligible.

Regulations

1. Three (3) copies each of a minimum of two (2) issues must be submitted at the time of registration at the State Career Development Conference.
2. Five (5) bonus points will be given for each issue published, over two (2) issues, for a maximum of fifteen (15) points.

Judge Criteria

- | | |
|---|---------------------|
| 1. General Content and Purpose: | _____ (30) |
| • Is newsletter written and edited for its audience? | |
| 2. Visual Appearance: | _____ (10) |
| • Are photos or graphics of professional quality? | |
| • Are they effectively displayed? | |
| • Do they show contrast and action? Is color used? | |
| 3. Headlines: | _____ (20) |
| • Are catchy titles and headlines used? | |
| • Do they grab your attention? | |
| • Is proper choice of type-size and style used? | |
| 4. News Articles: | _____ (30) |
| • Are news articles well-written? Formatted properly? | |
| • Are they interesting? Is the content good? | |
| 5. General Make-up and Organization: | _____ (10) |
| • Is the newsletter attractively designed? | |
| • Is there ample white space? Is the overall look good? | |
| • Is there an index of articles? | |
| 6. Bonus Points: | _____ (15) |
| • Add 5 points per issue the 2 issues minimum,
15 points maximum | |
| Total Points | _____ (115 maximum) |