



Region N Quarterly/Annual Newsletter Contest

PURPOSE

- The Region Membership Enhancement Program offers the opportunity for each District to select and submit one Chapter's Newsletter for selection consideration as the "Appalachian Region "N" Best Chapter Newsletter - XX Quarter, 2011". This quarterly contest is designed to select and appropriately recognize the Chapter and the Chapter's Newsletter Editor as preparing and distributing the "best" newsletter for each of the four quarters of 2011. A great deal of volunteer work routinely goes into the preparation of these required monthly documents and this program recognizes those editors and Chapters who best document the activities and fun of Chapter participants.
- This guide will primarily mirror the program of the June Agee National Newsletter Award, with only a few minor element and point adjustment areas. It will provide for uniformity in evaluating, and provide a roadmap for those Chapters who desire to produce a newsletter that will be competitive at the Region level. Additionally, it will remove the concept of different standards, by aligning the method in which newsletters are to be judged at both the Region and National levels.

BACKGROUND

- The Officer Candidate Memorandum of Understanding (Rev. 12/10) establishes the requirement for each Chapter Director to provide, at no fee, at least monthly, a Chapter Newsletter to all interested Chapter participants, Chapter Directors of the District, and the District Director. The Goldwing Road Rider's Association Officer's Handbook (Rev. 1/10) describes the Newsletter as a document to let participants and officers know what's going on. Without regard to how plain, or how fancy, the purpose of its existence is to be an informative communications medium for and to the participants.

AWARDS & RECOGNITIONS

- The Membership Enhancement Region "N" Newsletter Award is presented quarterly, with the four quarterly award recipients considered for the top honor of "Appalachian Region "N" Best Chapter Newsletter of the Year".

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- The newsletter recognized quarterly and annually, will be displayed on the Region N Website under the MEP tab.

GUIDELINES

- To promote and enhance wider participation by all Districts, each quarterly winner will be ineligible for future quarterly awards at the Region level for the remainder of that year.
- This award is for participation for the entire quarter, although only one edition of the Newsletter is required to be submitted for evaluation. It is incumbent on the persons responsible for selecting which Newsletter will be forwarded to represent the District, to insure that the Chapter newsletter selected is one for a Chapter which has produced a newsletter for each month of the quarter (with the exception of the December edition in the fourth quarter, where the District Director has waived the requirement for a December edition, due to the holiday). The annual award-winning Newsletter will be selected from the four quarterly winning documents, using the same evaluation standard as was applied to the quarterly selections. The only outside verification will be through verification with the District MEC (or individuals who evaluate the newsletters at District level) that the Chapter selected produced a Newsletter for each month of the year, except in December, as previously mentioned).
- The Chapter selected as having the “Appalachian Region “N” Best Chapter Newsletter – XX Quarter, 2011” will receive a certificate identifying the timeframe of the award, and the editor will receive a “gift card” in appreciation for a job well done. The Chapter selected as having “Appalachian Region “N” Best Chapter Newsletter of the Year” will be awarded an engraved plaque signifying the accomplishment.
- Participation in this program is the responsibility of each District MEC. and dependent on submissions from each of their Chapters, which conform to the appropriate guidelines.
- Newsletters submitted must be mailed “hard copy” to the Region “N” Membership Enhancement Program Coordinators, to arrive not later than the 15th day of the month following the close of the quarter for which the submission is made. (i.e., submissions receipt dates are First Quarter - 15 April, Second Quarter - 15 July, Third Quarter - 15 October, Fourth Quarter - 15 January 2011. Newsletter must be mailed to Russ and Kj Kimmet, Region MEP Coordinators, at the address listed on the Region “N” website, Region Staff Page.

- The Region “N” Newsletter Award Contest does not replace any current program or competitive award at either the District or National level. Chapters using the Region guidelines for preparing and evaluating their Newsletters, will also be meeting the majority or guideline elements which will enhance their Newsletters, and make them stronger candidates for evaluation at the District and National levels.

FORMAT

- There is no requirement for a specific format, and each Chapter may develop their own preferred format. No preference, or points, will be given to Newsletters published in black and white, or in color. The Newsletter submitted for considerations **MUST** be the same as Chapter participants receive.

JUDGING GUIDELINES

- Standardized scoring sheets will be utilized in evaluation and selection of the Region “N” Quarterly and Annual Newsletter Awards. Score sheet format is available on the’ MEC tab of the Region N website. A copy of each evaluation worksheet will be returned to the District, with appropriate comments and point values, so that feedback may be provided to the Chapter to aid in preparation of future submissions.
- Please direct any questions or comments pertaining to this contest to the Region “N” Membership Enhancement Program Coordinators, contact data available on the Region “N” website.

Russ & KJ Kimmet

Region “N” Membership Enhancement