

**CAEOP AWARD FOR EXCELLENCE IN COMMUNICATION  
NEWSLETTER/MAGAZINE CONTEST ENTRY BLANK**

Name of CAEOP Affiliated Association \_\_\_\_\_  
(Use Full Name)

Name of Affiliate President \_\_\_\_\_

Name of Editor(s) \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Publication \_\_\_\_\_

Date of Publication \_\_\_\_\_ Number of Members in Association \_\_\_\_\_

**NOTE: Date of publication must be between February 15 of the previous affiliation year and February 15 of current affiliation year.**

*Judging will be in the following categories: Please check the appropriate category for your association below and on the judging sheet.*

- \_\_\_\_\_ Magazine/Brochure
- \_\_\_\_\_ Local Newsletters, Category 1 – 100 members or less
- \_\_\_\_\_ Local Newsletters, Category 2 – 101 members or more

**TO QUALIFY FOR JUDGING:**

ENTRIES MUST INCLUDE THREE (3) COPIES OF THE SAME ISSUE AND THREE (3) COPIES OF THIS ENTRY BLANK AND JUDGING SHEET AND **\$20 NON-REFUNDABLE PROCESSING FEE**. (Paper clip entry blank and judging sheet to entry. Please do NOT staple.)

**ENTRIES MUST BE POSTMARKED BY FEBRUARY 15**

Mail entry and \$20 processing fee to:  
CAEOP  
ATTN: Beano Cameron, VP-Publications  
Kern High School District  
5801 Sundale Ave.  
Bakersfield, CA 93309

# CAEOP AWARD FOR EXCELLENCE IN COMMUNICATION NEWSLETTER/MAGAZINE CONTEST JUDGING SHEET

Name of Affiliated Association \_\_\_\_\_

Name of Publication \_\_\_\_\_

Type of Publication      \_\_\_\_\_ Local Newsletter, Category 1 (100 members or less)  
    \_\_\_\_\_ Local Newsletter, Category 2 (101 members or less)  
    \_\_\_\_\_ Magazine/Brochure

\*Affiliate Association must enter the appropriate page number below in sections I and III. Use abbreviations, if applicable – Front Page (FP), Inside Front Page (IFP), Back Page (BP), Inside Back Page (IBP)

## SYSTEM FOR JUDGING THE PUBLICATION

**\*Page #**

**I. FRONT PAGE, COVER, VITAL INFORMATION** **10 Points** \_\_\_\_\_

- Logo ..... \_\_\_\_\_
- Title of Publication ..... \_\_\_\_\_
- Name/Address of Editor/Publication ..... \_\_\_\_\_
- Month/Quarter/Year of Issue ..... \_\_\_\_\_
- Purpose/Mission Statement ..... \_\_\_\_\_
- Name of Association ..... \_\_\_\_\_
- Name/Address and/or Phone/Fax/E-Mail of Officers ..... \_\_\_\_\_

Judges' comments \_\_\_\_\_

**II. FORMAT/LAYOUT** **15 Points** \_\_\_\_\_

- Layout: Columns, margins, Use of copy blocks, art, orderliness, interesting arrangement, overall look ..... \_\_\_\_\_
- Readability: easily read, use of visual elements, including white space to aid reader, clarity of artwork and photos ..... \_\_\_\_\_
- Typeface/artwork: consistent usage and readability of typeface, usage and appropriateness of artwork ..... \_\_\_\_\_
- Headlines: headlines tell a story, spaced properly ..... \_\_\_\_\_
- Spelling, grammar, punctuation ..... \_\_\_\_\_
- Credits: author/publication titles listed for submitted/copied work ..... \_\_\_\_\_

Judges' comments \_\_\_\_\_

**\*Page #**

**III. CONTENT** **65 Points** \_\_\_\_\_

- Timely articles of educational interest about the profession: helpful hints regarding the profession ..... \_\_\_\_\_
- Material contributed by officers, committee chairmen, members ..... \_\_\_\_\_
- Variety of subjects appealing to all members ..... \_\_\_\_\_
- Calendar of Events ..... \_\_\_\_\_
- Announcements of upcoming meetings, programs, conferences (including date, time, place, and description) ..... \_\_\_\_\_
- Review/report of previous programs/meetings ..... \_\_\_\_\_
- Association activities (coverage of local news) ..... \_\_\_\_\_
- Personal new/association-related news of members ..... \_\_\_\_\_
- News/promotion of CAEOP ..... \_\_\_\_\_

Judges' comments \_\_\_\_\_

**IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY** **10 Points** \_\_\_\_\_

Judges' comments \_\_\_\_\_

**Total Points** **100 Points** \_\_\_\_\_