

# THE RULES

Contests, Awards, Achievements

## Club Bulletin Award



Multiple District 19  
Lions Clubs International

## CLUB BULLETIN / NEWSLETTER AWARD RULES

To qualify for this Award:

To be eligible the club must publish at least one bulletin / newsletter per month.

Bulletins / Newsletters to be Judged:

1. A copy, or notification of the club bulletin / newsletter with a link to it must be sent to the Club's District Governor and to the Multiple District 19 Office. Emailed copies will be printed by the MD19 Office in black and white. Clubs who produce their bulletins / newsletters in color may choose to mail in a hard copy each month for judging.
2. Participants in the MD19 level of this Contest are the district winners judged from all of the District Governor's copies of the club bulletins. In the event the winning club bulletin/ newsletter has not been sent to the MD19 Office, the runner up bulletin / newsletter shall be considered the winner of the District contest. *The District Governor shall submit the name of the District winner and runner up to the MD19 Contests and Awards Chairperson and the MD19 Office within 30 days of his/her District Spring Conference.*

The Executive Secretary will supply from the files in the MD19 Office, 6 consecutive issues of each District's winning club bulletin / newsletter to the MD19 Contests and Awards Committee for judging at the multiple district level.

JUDGING WILL BE BASED ON:

	<b>POINTS</b>
<b>GENERAL APPEARANCE OF THE BULLETIN / NEWSLETTER</b>	<b>25</b>
Does the bulletin/ newsletter appear, at first glance, as a credit to the club and to Lionism in general? The paper should reveal some balance or other planned make-up, care in detailed arrangements, local artwork, clean-cut impression, good paper stock, and avoidance of smudginess or illegibility. The month and year of the bulletin / newsletter and the name of the Editor <b>MUST</b> appear on the first page of the bulletin / newsletter.	
<b>BUILDING OF VITAL LIONISM</b>	<b>30</b>
Does the bulletin/ newsletter boost the local club and all worthwhile activities that it does, or is it a "knocker's sheet"? Does it acknowledge and aid the causes of Lions International? Does the bulletin report, fore-shadow or otherwise aid by editorial news, or other comment, the Lions projects? Does the bulletin lead in helping to build, as well as maintain, local plans and projects? Does it do a good job of promoting?	

Is the bulletin / newsletter truly democratic in mentioning many members and helping to become the forum for all? Does it add to the club, fun and camaraderie? Is the fun kept within sufficient bounds so as to avoid real mental injury to any Lion? Does the bulletin / newsletter call for the efforts of many in the club? Does the bulletin / newsletter build toward the meeting?

## POINTS SETTING OF HIGH STANDARDS

20

Is the bulletin / newsletter well-written technically, well-edited, and headlined? The bulletin / newsletter does not need to conform to the writing standards of a metropolitan daily, but, some penalty should be exacted for bad spelling, faulty grammar, and confusing construction. Clarity, simplicity, accuracy, and completeness should be rewarded. Striking composition should be recognized.

A club, if it chooses, may submit with the bulletins / newsletters, brief additional information which will help the judges to judge it fairly. Such notes might include information about how it is distributed and to whom (for instance, is it sent regularly to military members?). Facts might be included regarding how it is edited. Does one member serve continuously as Editor, or is the editorship rotated?

## ADDITIONAL REQUIREMENTS FOR BULLETIN / NEWSLETTER CONTEST

## A GOOD BULLETIN / NEWSLETTER ...

Should identify itself with an attractively printed or mimeographed heading which is descriptive of the purposefulness of Lions. The heading should be dignified and worthy of Lions. Facetious titles should be avoided lest they become offensive with repetition.

## A GOOD BULLETIN / NEWSLETTER ...

Should, at first glance, be attractive in form, be brief, concise, and regularly published. It should be informative and inspirational. First in importance is the announcement of coming programs, with enough zest in the announcement to stimulate attendance. The coming program should be adequately publicized in a brief and concise manner yet it should tell something about the speaker, or other participants who will comprise the program.

## A GOOD BULLETIN / NEWSLETTER...

Should provide only a brief rehash of the past meeting, highlighting only the outstanding phases of the former program - just enough to make absentees wish they had been there. It should list new members and provide a short biography of each. It should provide a brief running history of the club, which is preserved as a permanent record of club accomplishments and achievements.

It should carry news and announcements of club and zone affairs. It should copy pertinent information from the Multiple District Bulletin.