

# CNH KEY CLUB

## CLUB NEWSLETTER CONTEST

### DISTRICT CONTEST

This is a **District level** contest. Eligible applicants must complete the application as directed in the guidelines and submit the application to the CNH Contest Archive for judging. Contest winners will be announced at District Convention.

## SUBMISSION OVERVIEW

1. Read and understand the Contest Guidelines (below)
2. Compile the e-portfolio. The e-portfolio for distinguished must include a cover page, Entry Form, and supporting documentation. The final report must be in one .pdf form.
3. Email the e-portfolio to the CNH Contest Archive (cnh.kccontests@gmail.com). Submissions must be received by 11:59 PM (PST) March 2, 2012

SUBMISSION **DEADLINE**  
received by **March 2, 2012**

**E-MAIL SUBMISSIONS TO**  
**cnh.kccontests@gmail.com**

**Subject:** Club Newsletter Contest  
**Body Text:** Identify recognition & list attachment(s)  
**CC:** Copy yourself

## CLUB NEWSLETTER CONTEST GUIDELINES

### RULES GOVERNING THE KEY CLUB NEWSLETTER AWARD

- A. The California-Nevada-Hawaii Key Club District Club Newsletter Contest has been established to recognize newsletters produced at the club level.
- B. This contest requires electronic signatures (e-Signatures) by the applicant and by a club officer (not the newsletter editor) and the faculty or Kiwanis advisor. E-Signatures for this contest are defined as names and requested contact information typed into the form. The inclusion of the e-Signatures means the individuals identified have approved the application and all supporting documentation. Any individual used to verify the application may be contacted for further verification. Please do not include any digital signatures.
- C. This contest requires a final submission in the format of an e-Portfolio, also known as a digital or electronic portfolio. An e-Portfolio for this contest is defined as one, all-inclusive, reflective portfolio presenting the best pieces of documentation or evidence of meeting the contest standards. The only format for e-Portfolios is a single .pdf file which has all information merged into one final document.
  1. To support the creation of a small file size, please remember the following:
    - a. Include only the best samples of evidence
    - b. Compress all photos and individual files before use and compress the final file
  2. It is required that the file is saved as a .pdf to maintain the integrity of the original documentation.
- D. There are two levels of recognition available:
  1. Level 1: Outstanding. Applicant submits the completed e-Portfolio.
  2. Level 2: Distinguished. Applicant submits the completed e-Portfolio.
- E. Suitable awards will be presented.
- F. The decisions of the judges are final and no changes, alterations, or re-judging will take place after the judges and the Chair of Member Recognition have certified the results.

### Level 1: Outstanding

- G. This level of recognition requires the completion of the e-Portfolio as described in Sections H-J and submission by the designated deadline. At this level, the applicant may not have met the standards for the distinguished recognition.

### Level 2: Distinguished

- H. This level of recognition requires completion and submission of the Entry Form AND supporting documentation.
  1. The entire application needs to be submitted as one e-Portfolio.
    - a. The final report may not exceed 20MB
    - b. The final report may not exceed 54 pages total. This includes all items identified in Section J.
  2. Save the file as a .pdf. Name the file: **Club News\_Your name**
  3. Submit the e-Portfolio electronically to the CNH Contest Archive

# CLUB NEWSLETTER CONTEST GUIDELINES CONTINUED

- I. The report will have the following components.
1. **Entry Form:** 1 page maximum; form provided
    - a. Name of Newsletter Editor
    - b. Home Club, Club number, Division, and Region
    - c. Certification of Originality
    - d. Explanation of Newsletter Distribution
    - e. Table of Contents
  2. **Supporting Documentation:** Create a divider for each newsletter that provides the following information: 1) Issue Month, 2) Issue Year, 3) reflective statement that may provide information regarding the focus or theme of the newsletter issue or an explanation as to why this issue was selected for the quarter, or other comments that may assist the judges in understanding and appreciating the selection. (1 page per section divider)
  3. **Issues:** Select four issues, one per quarter, to include in the report.
    - a. Quarter 1: April-May-June
    - b. Quarter 2: July-August-September
    - c. Quarter 3: October-November-December
    - d. Quarter 4: January-February-March
  4. **Newsletter Content:** Each issue should include the following elements.
    - a. Minimum of two pages per issue
    - b. Must be the same issue actually distributed to the members
      - a. Key Club Branding: proper use of graphic standards, Key Club symbol
      - b. Copyrighted materials may not be used without proper permission.
    - c. Banner/Masthead: name and address of the school; frequency of publication; issue number and month of publication; name of newsletter editor and contact information
    - d. Content: See Section K for areas for focus for judging. possibilities include president's remarks; Calendar of recent/upcoming events; One "fun" article (facts, Kiwanis Family, original comic); Past Projects (e.g. fundraisers, service projects, socials): minimum one story (not socials); Upcoming Projects: minimum one story (not socials)

J. The report must include the following items in this order.

- a. Entry Form
- b. Divider 1: Quarter 1 Newsletter
- c. One Issue from April-May-June
- d. Divider 2: Quarter 2 Newsletter
- e. One Issue July-August-September
- f. Divider 3: Quarter 3 Newsletter
- g. Once Issue: October-November-December
- h. Divider 4: Quarter 4 Newsletter
- i. Once Issue: January-February-March

K. The following criterion and rubric will be used in judging:

<b>Promotion of the organization</b> .....	<b>20 points</b>
Promotion of Key Club Organization (education, history, facts, information)	
Promotion of the Kiwanis Family: education on all branches and programs	
<b>Appropriate and useful content</b> .....	<b>40 points</b>
Club Information (events, special features, meetings, activities)	
Division Information (events, training)	
Region Information (events, training)	
District Information (events)	
International Information	
<b>Timeliness of information</b> .....	<b>20 points</b>
Recognition of Past Events	
Present Event	
Promotion of Future Events	
<b>Final Product</b> .....	<b>20 points</b>
Layout / Format Style	
Graphic Standards	

## CLUB NEWSLETTER CONTEST ENTRY FORM

PLEASE TYPE ALL NECESSARY INFORMATION DIRECTLY ON THIS FORM.

### CONTACT INFORMATION

NOMINEE INFO	1. NEWSLETTER EDITOR			2. KEY CLUB OF	
	3. CLUB #	4. DISTRICT California-Nevada-Hawaii	5. DIVISION	6. REGION	

### CERTIFICATION OF ORIGINALITY

**THIS CERTIFIES THAT WE, THE UNDERSIGNED, VERIFY THAT THE NEWSLETTERS SUBMITTED TO THIS CONTEST ARE AUTHENTIC, ORIGINAL PRODUCTS THAT ADHERE TO COPYRIGHT LAWS AND WERE DISTRIBUTED TO THE CLUB MEMBERSHIP.**

There must be 3 people to certify originality: the Editor of the publications being submitted to this contest; one club officer; and one advisor. An individual may only certify originality once.

	POSITION	E-SIGNATURE	E-MAIL	PHONE W/ AREA CODE
EDITOR				
CLUB OFFICER				
ADVISOR				

### EXPLANATION OF DISTRIBUTION

**How was the newsletter distributed to the membership, with the sponsoring Kiwanis club, AND with the school administration? How often?**  
The form will expand as needed.

EXPLAIN THE DISTRIBUTION OF THE CLUB NEWSLETTER TO THE FOLLOWING TARGET AUDIENCE

HOW OFTEN?

MEMBERSHIP		
SPONOSRING KIWANIS CLUB		
SCHOOL ADMINISTRATION		

### TABLE OF CONTENTS

Complete the Table of Contents by adding section focus area (two have been listed for you, please provide the other sections topics IN THE SAME ORDER AS LISTED IN THE GUIDELINES) and the page number for which the listed section begins. This should also help you place the items in the correct order.

ITEM	FOCUS AREA	START PAGE
Entry Form		1
Divider: Quarter 1 Newsletter		2
Newsletter		
Divider: Quarter 1 Newsletter		
Newsletter		
Divider: Quarter 1 Newsletter		
Newsletter		
Divider: Quarter 1 Newsletter		
Newsletter		