



Newsletter or Magazine Evaluation* & Awards

Entry Form

**“Many of our W.A.C.E. members have said that getting the evaluation and feedback from our judges is well worth the entry fee; being named an award recipient is icing on the cake.”*

NOTE: Only printed newsletters or magazines printed during 2022 are eligible for submission. Entry form must be completely filled out to qualify. **Directories and annual publications are NOT eligible.**

Evaluations will be based on the following criteria in judging newsletter or magazine entries:

- Membership alerts
- Photos
- Communicating the chamber core competencies
- Headlines and copy
- Photo captions
- Editorial style
- Editorial content
- People intensive
- General design
- Production

Printed newsletter or magazine awards may be made in categories based on chamber size. A minimum point total is required in order to be eligible for an award.

In addition, special awards including Outstanding Achievement, Journalistic Excellence and Strong Business Image may also be presented.

Chamber _____ Executive _____

Chamber Annual Budget \$ _____ # of members _____

Statement of purpose of publication _____

Publication's frequency (must be at least quarterly) _____

Newsletter/magazine budget _____

What is your chamber's financial goal for this publication?

☐ Money maker ☐ Break even ☐ Necessary expense

Describe the finances of this publication – how much money it makes or costs the chamber annually _____

Who writes and has editorial control of this publication?

☐ Chamber staff ☐ Volunteers ☐ Paid contractor/professional

☐ Combination/other (describe) _____

Return this form with two copies each of two different issues of your newsletter or magazine and check for appropriate entry fee(s) — \$35 per entry — completed form and newsletter/magazine examples must be received by **November 10, 2022**.

Return Forms to: W.A.C.E. Communications Awards
P.O. Box 1736
Sacramento, CA 95812-1736