

**2009-2010**  
**Web Site & Newsletter Contests**  
**Awards to be presented at the Spring 2010 Conference**

**Website Contest**

**Web Site Contest—Email Club URL (Internet Address) and detail what makes your Web site unique to [newseditor@toastmasters-d56.org](mailto:newseditor@toastmasters-d56.org) on or before **April 1, 2010**.**

**Each Web site will be judged based on how closely it meets the following criteria:**

**Club Information**

- Does the Web site prominently feature contact information?
- Does contact information indicate who has an officer role (i.e., VP-Membership or President) so prospective members know who they are contacting?
- Is the meeting location/day/time provided?
- Are club meeting schedules/special events included?

**Content**

- Is Toastmasters defined and explained?
- Is the content focused on achieving the club mission? Is communication and leadership mentioned?
- Is there member recognition and encouragement to achieve TI designations?
- Are TI programs, policies and contests featured?
- Is there more original material than republished articles?
- Was time-sensitive information included in a timely manner?
- Were all acronyms explained to ensure non-Toastmasters can understand the information as well as Toastmasters?

**Readability**

- Is there proper grammar, vocabulary, punctuation and sentence structure?
- If color is used, does it enhance the readability?
- Is the URL less than 65 characters? Does it relate to the club name for ease of use?
- Is the appropriate information included in hyperlinks?

**Layout, Organization and Usability**

- Is there a link to/from the TI and District 56 Web site?
- Are all hyperlinks linked correctly and to existing information? (as opposed to “this page is under construction”)
- Are articles placed in order of importance?
- Is there clipart or photos to break up the text? Is there enough whitespace to break up the text?
- Do all photos include a caption, explanation or alternate text tag?
- Is there a good balance of fonts or is there font overload?
- Does the Web site allow easy navigation using menus?

**Appeal to Non-Toastmasters/Miscellaneous**

- Would a prospective member want to visit this club based on its Web site?

## Newsletter Contest

Submit the best hardcopy issue of your newsletter, post marked  
by April 1, 2010 and received **by April 5, 2010:**

**District 56 Newsletter Contest  
Committee Chairman, Sharon West  
611 Trinity Lane  
Pasadena, TX 77506**

### **The cover letter must include:**

- The name, mailing address and e-mail address of the editor, who must be an active Toastmaster. (Information about a second editor may be included; however, no more than two editors will be credited.)
- The club that the newsletter represents.
- The issue must have been published between July 1, 2009 and March 1, 2010 and dated as such; volume numbers alone are not acceptable.
- Entries without all of the above information may be disqualified.
- Entries must be postmarked no later than April 1, 2010.

### **Newsletters must be sent to the Chairman (address above) in hard-copy format.**

- Newsletters should be composed primarily of original material of educational value. When articles or other items are reprinted from other sources, a credit line should be included.
- The judges reserve the right to disqualify any entry not resembling a newsletter. For example, one page meeting schedules or lists of speakers will be considered fliers and do not qualify for this contest.

### **Judging Standards**

*Each newsletter will be judged based on how closely it meets the following criteria:*

- Content is focused on achieving the mission of the club it represents.
- The newsletter should contain educational articles, recognition of member and club/district achievement, encouragement to participate in Toastmasters activities, and appeal to potential members.
- The newsletter should promote understanding of Toastmasters programs, promotions and policies.
- The newsletter should be informative and entertaining.
- The newsletter should prominently feature the editor's and publisher's name, club address, email and contact number in each issue.
- The newsletter should clearly indicate the club number, area and division it is in.
- The writing meets acceptable standards of sentence structure, spelling, punctuation and grammar. It should be written in an interesting and clear manner.
- The newsletter's layout and presentation should stimulate reader interest.
- The layout should incorporate careful attention to white space, page balance, effective use of graphics, and the importance and organization of the articles.