

BPW NZ ALIX HAYWOOD Award for best club newsletter

This award is presented at Conference to the club which is judged to have displayed the best standard of communication during the previous year, through the club newsletter.

Entry is automatic for those clubs who have sent at least 3 of their newsletters to the President during the previous year.

The judging will generally be weighted 60% content and 40% presentation.

Presentation:

Print version

- General appearance
- Reader friendly e.g. ease of handling
- Layout e.g. use of white space, graphics
- Type face – clear, easy to read
- Does it promote BPW as a group worth joining?
- Overall image and tone – is it consistent with this group and is it a good advertisement for BPW?

Electronic version

- Quick to download (for busy women)
- Easy to scroll through – not too wordy
- Layout – simple, not many ‘big byte’ graphics
- Type face – clear, easy to read

Content:

- Clear identification of club name and month/year of publication
- Meeting dates and venues
- Contact details for key people
- Editorial content e.g. President’s Message or similar
- Programme – feedback on previous events, and notice of coming events/meeting programmes
- Member news and profiles
- Local community items of interest to club members
- Snippets/miscellaneous items which help make the newsletter an enjoyable read
- National and International news.
- Stimulating ideas