

# OPTICIANS ASSOCIATION OF AMERICA 2010 NEWSLETTER OF THE YEAR



## JUDGING CRITERIA & PROCESS

Three (3) copies of your newsletter must be submitted to the OAA office by December 15, 2009 in order to qualify for participation (mail or email versions will be accepted; however mail is preferred as the newsletter will appear just as you would send it out).

There will be three judges. Each judge will receive a copy of your submitted newsletter. The judges will consist of an OAA board member, a past winner of the award and a member appointed by the State Leadership Committee Chair (No judge may participate if representing an association entered in the competition).

Numerical values from 1 – 10 will be assigned to each category being judged. Each of the 10 categories receives equal weight in your newsletter's overall score. The maximum score for a newsletter per judge is 100 points.

The numerical score from each category will be combined to create your overall newsletter score. The overall newsletter score from each judge will be tallied together to create the final score for the newsletter. The maximum score for a newsletter is 300 points.

If there is a scoring tie, the OAA Executive Director will cast the winning vote.

The judges' decision is final and the scores will not be provided to the participants.



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## THE SCORING CRITERIA

### Professional quality and appearance (10 Points)

- Free of obvious spelling, date, and grammar errors
- Stimulate reader interest
- Balance and careful use of white spaces and graphics/pictures

### Organization of information (10 Points)

- Logical flow
- Grouping of articles
- Easy to find what you were looking for

### Readability (10 Points)

- Clear and concise writing
- Informative and entertaining writing
- Easy to navigate

### Content (10 Points)

- Focused on achieving the association's mission
- Up to date information and relative to its readership
- Recognition of member and association achievements
- Promotion of the understanding of your association's programs, promotions, and policies
- Does the newsletter remember who its audience is?

### Newsletter contact information (10 Points)

- Association contact information
- List of association staff and board of directors
- How to contribute articles with deadlines and publishing information

### Opticians Association of America affiliation information (10 Points)

- Promotion of your association's affiliation with OAA
- Promotion of the Honored Fellow Dual membership

### Publishing of the association's sponsors/supporters (10 Points)

### Membership meeting information – date, time, location, contact information (10 Points)

### Ability to attract new members and inspire members to get involved (10 Points)

- Ability to attract new members and/or sponsors
- Inspiration of current members to get involved
- Explanation of how to get involved or join
- Calendar or listing of events for members to attend

### Contribution to Opticianry (10 Points)

- Does the newsletter go beyond the interest of the association
- Promotion of the opticianry industry in a positive way
- If a non-optician read the newsletter, would they feel positive about the opticianry profession?
- Promotion of professionalism within the industry

