

Monthly/Quarterly Newsletter Award Guidelines  
For Chapters of Kentucky Road Riders

**Purpose**

- These guidelines establish procedures for recognition of the time, hard work, and information that Kentucky Chapters are putting out to chapter participants in the form of a Chapter Newsletter. The purpose of the newsletter is to document the activities, fun and participation by Chapter participants and to be an informative communication medium for and to the members.

**Format**

- There is no requirement for a specific format. Each chapter chooses their own format in accordance with the Officer's /Member's Handbook: several required items must be present on the front page of the newsletter. These items are:
  - "Kentucky Road Riders" state logo
  - Chapter Name/Initials
  - State and Chapter Logo/Letter Designation)
  - Month and Year
- Newsletters can be in black/white or in color. There will be no points awarded or subtracted for either format.

**Judging Guidelines**

- In an effort to help promote submissions by all Chapters, a Chapter will be ineligible for participation in the following month of that award.
- See attached score sheet for criteria to be judged. The score sheet will be utilized by the State Membership Program Coordinators to evaluate each newsletter submitted.
- Special editions for judging purposes will not be accepted. An exact copy of what the members receive is what is to be submitted for consideration for this contest.

## 2023 KRR Chapter Newsletter Award Scoring Sheet

(Must contain all front page required information to continue with judging):

Chapter Name/Initials

KRR Logo (current Logo with trademark symbol)

State and Chapter letter designation or associated logos

Month and year distributed.

<u>Contents</u>	<u>Points</u>
Articles: Chapter Director	5
Assistant Chapter Director	5
Membership Enhancement	5
Chapter Members and Staff (maximum 5 articles)	0-25
State or	5
Team Wing'D (National)	5
List Chapter Officers and Team	4
Date, Time, and Location of Meeting	5
Calendar of Events/List of Upcoming Rides	5
Awards and Member Recognition (Rider Ed. Level achievements/training Advancements / leadership qualifications)	3
KRR Join Date of Participants (month and Year), birthdates, celebration dates, etc.	0-3
Chapter Activity Photos	3
Wing'D Moto	3
Promoting local Chapter, District, or Team KRR Events	4
OTHER-something unique not covered above	5 *

### OTHER:

Newsletter well organized and easy to read	1-5
Overall Appearance visually appealing	1-5
Layout of the articles flow well/importance	1-5
Is the Newsletter informative?	1-5
is the information current and timely?	1-5
Spelling and Grammatical Correctness?	1-5
Is the Chapter being kept current with Wing'D	1-5

### **MAX TOTAL (120 EACH MONTH)**

### **Submission Requirements**

- Kentucky Chapter newsletters should be submitted via e-mail or by US mail each month to the KY State Membership Enhancement Program Coordinators:  
E-mail to: [mepc\\_newsletter\\_award@kyroadriders.org](mailto:mepc_newsletter_award@kyroadriders.org)
- Newsletters need to be received by the State Membership Enhancement Program Coordinators by the 1st of the following month (example: Newsletters for January need to be received by February 1<sup>st</sup>).
- Participation in this program is the sole responsibility of a Chapter. Chapters should submit newsletters for consideration in accordance with these Newsletter Award Guidelines.

### **Scoring**

- Scoring will be completed for the month by the 10th of the following month, quarterly results will be the 10th of the month following the end of the quarter (April 10th, July 10th, October 10th, and January 10th).

### **Notification and Award**

- The Kentucky Chapter selected for the monthly award will be notified and posted on the Kentucky State Website. The Kentucky Chapter selected for the quarterly award will be notified and the award will be presented at the next possible time and their newsletter will be posted on the Kentucky State Website during the quarter following the selection.

### **Tie Breaker**

In case of a tie, the overall content of the newsletters in question will be reviewed by the Kentucky Membership Enhancement Program Coordinators. Their decision will determine the winning newsletter.