

EMPLOYEE NEWSLETTER COMPETITION OVERVIEW

Each Virtual Enterprise Company is asked to create an Employee Newsletter. **This is a Mail-In Only Competition.** Below are the details of the competition. Also, please review the attached Scoring Sheet for the rating of the Employee Newsletter competition and presentation.

RULES:

- Each company will develop a four (4) page Employee Newsletter. This should be an internally-focused newsletter.
- This is a mail-in competition only with no oral presentation.
- Two (2) copies of your most recent newsletter must be mailed in.
- The Newsletter Competition Registration Form must accompany the newsletter.
- Newsletter must be received by the 4 pm Friday, February 17, 2012. **NO EXCEPTIONS!**

Reminders:

- You must be registered for the Trade Show to compete
- The Newsletter Competition is a Mail-In Only Competition. *ALL projects must be received by 4 pm Friday, February 17, 2012 for competition consideration.* **NO EXCEPTIONS!**
- If you have questions or concerns e-mail Christine Long at clong@solanocoe.net

BAY AREA VIRTUAL ENTERPRISE TRADE SHOW COMPETITION REGISTRATION

EMPLOYEE NEWSLETTER

Mail 2 copies of your most recent newsletter to be received by 4 pm Friday, February 17, 2012 **(NO EXCEPTIONS!)** to:

*Christine Long
Solano County Office of Education CTE
2460 Clay Bank Rd
Fairfield, CA 94533*

Four (4) pages for Newsletter (two (2) pages double-sided Newsletter, or four (4) single-sided pages).

Attach this form to the Newsletters with a paper clip.

Employee Newsletter Information:

Name of Company: _____

Name of School: _____

VE Department(s) in charge of newsletter: _____

Primary Employee Contact (student): _____

Contact Phone #: _____

Contact Email: _____

Comments:

Questions? Email Christine Long at clong@solanocoe.net

COMPANY NAME:					
Score Sheet for Competition NEWSLETTER					
Ratings:	Unacceptable	Requires Improvement	Acceptable	Very Good	Superior
	1-4	5-8	9-12	13-16	17-20
Meaningful Content					Score
Topical Issues	<i>Articles contain news concerning coming events, new products, announcements, etc.</i>				
Readability	<i>Article content is short, well written, and focused.</i>				
Useful Information	<i>Contains useful articles such as employee safety, , hints & tips, analysis of relevant issues, etc.</i>				
Balance	<i>Contains a mixture of articles related to employees (such as Employee of the Month or profiles) and products or services such as new products being offered or legislation or national trends</i>				
Reader Appeal	<i>Articles cover areas known to be of interest to its readership.</i>				
Spelling, Punctuation, Grammar					Score
Spelling	<i>Free of spelling errors</i>				
Punctuation and Grammar	<i>Free of punctuation and grammar errors</i>				
Principals of Design					Score
Balance	<i>Incorporates principals of design: Rule of Thirds, Visual Center, or Grids</i>				
Attractiveness & Effective Use of Space	<i>Overall appearance aesthetically pleasing. Effective use of space with minimal remaining 'white space'</i>				
Template					Score
Identifying Information	<i>Contains volume/issue number, company address, phone, fax, email and web address</i>				
Table of Contents	<i>Well-organized, comprehensive, and without errors</i>				
Length of Newsletter					Score
Newsletter size restrictions:		YES = 20 NO = 0			
8.5x11	<ul style="list-style-type: none"> • 2 pages front/back, OR • 4 pages front only 				
11x17	<ul style="list-style-type: none"> • 1 page front/back • Folded in half 				
Judge's Signature:			TOTAL POINTS (Out of 240)		
<i>JUDGES: please make comments on Strengths and Weaknesses on the back</i>					