

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

Articles contain news concerning coming events, new products, announcements, etc.

Readability

Article content is short, well written, and focused.

Useful Information

Contains useful articles such as employee safety, , hints & tips, analysis of relevant issues, etc.

Balance

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

Reader Appeal

Articles cover areas known to be of interest to its readership.

Spelling, Punctuation, Grammar

Score

Spelling

Free of spelling errors

Punctuation and Grammar

Free of punctuation and grammar errors

Principals of Design

Score

Balance

*Incorporates principals of design:
Rule of Thirds, Visual Center, or Grids*

Attractiveness & Effective Use of Space

Overall appearance aesthetically pleasing. Effective use of space with minimal remaining 'white space'

Template

Score

Identifying Information

Contains volume/issue number, company address, phone, fax, email and web address

Table of Contents

Well-organized, comprehensive, and without errors

Length of Newsletter

Score

Newsletter size restrictions:

- 8.5x11
- 2 pages front/back, OR
 - 4 pages front only

- 11x17
- 1 page front/back
 - Folded in half

YES = 20 NO = 0

Judge's Signature:

TOTAL POINTS

JUDGES: please make comments on Strengths and Weaknesses on the back

(Out of 240)