



NEWSLETTER  
COMPETITION  
**Supplemental  
Checklist**

Chapter or SIG

Name: \_\_\_\_\_

Newsletter

Name: \_\_\_\_\_

Issue Date: \_\_\_\_\_

URL: \_\_\_\_\_

The *Supplemental Checklist* is a highly recommended form that often improves a newsletter's score. It also helps with the statistical evaluation of newsletters entered in the STC Newsletter Competition.

Fill out a checklist for each issue of your newsletter.

*Please do not staple the Supplemental Checklist to your newsletter.*

Place an X next to the *Fundamental Elements* and *Recommended Topics* that are included in each issue of your newsletter. Note: A newsletter item cannot count as more than one *Recommended Topic*.

*Please see competition rules for specific requirements for paper and online newsletters.*

<b>Category A. Fundamental Elements:</b>	<b>Placement Comment</b>	<b>Page No. or Web Page</b>
<input type="checkbox"/> 1. Publication frequency .....	_____	_____
<input type="checkbox"/> 2. Society contact information .....	_____	_____
<input type="checkbox"/> 3. Newsletter title and community name .....	_____	cover/home page
<input type="checkbox"/> 4. STC symbol (logo) .....	_____	cover/home page
<input type="checkbox"/> 5. Society logotype.....	_____	cover/home page
<input type="checkbox"/> 6. Publication date.....	_____	cover/home page
<b><i>Masthead and Officers</i></b>		
<input type="checkbox"/> 7. Editor's name and contact information .....	_____	masthead page
<input type="checkbox"/> 8. Newsletter mailing address (physical/postal) .....	_____	_____
<input type="checkbox"/> 9. Publication policies.....	_____	_____
<input type="checkbox"/> 10. Reprint policies.....	_____	_____
<input type="checkbox"/> 11. STC mission statement.....	_____	_____
<input type="checkbox"/> 12. Copyright statement.....	_____	_____
<input type="checkbox"/> 13. Senior officers' names and contact information.....	_____	_____

<b>Category B. Recommended Topics: List Page Number</b>	<b>Page No. or Web Page</b>
<b>Item</b> <i>(see rules for examples)</i>	<b>Title</b>
<input type="checkbox"/> 1. Meeting notice.....	_____
<input type="checkbox"/> 2. Meeting report .....	_____
<input type="checkbox"/> 3. Message to the members* .....	_____
<input type="checkbox"/> 4. Community activity .....	_____
<input type="checkbox"/> 5. Community membership news.....	_____
<input type="checkbox"/> 6. Feature article .....	_____
<input type="checkbox"/> 7. Employment news or opportunities..	_____
<input type="checkbox"/> 8. Editor's column .....	_____
<input type="checkbox"/> 9. Letter to the editor .....	_____
<input type="checkbox"/> 10. Review of book, software, etc. ....	_____
<input type="checkbox"/> 11. Networking information .....	_____
<input type="checkbox"/> 12. Educational news or opportunities ...	_____
<input type="checkbox"/> 13. A Director report .....	_____
<input type="checkbox"/> 14. One other Society report .....	_____

\* (From the community's president, manager or a board member.)

