

## CLUB BULLETIN CONTEST INFORMATION

### GENERAL

BULLETINS WILL BE JUDGED IN ONE OF TWO CATEGORIES: i) MONTHLY, and ii) TWICE MONTHLY. POINTS ARE AWARDED AND DEDUCTED IN ACCORDANCE WITH THE PARAGRAPHS REPRODUCED BELOW

THE LARGEST AMOUNT OF POINTS ARE AWARDED IN THE GENERAL EFFECT CATEGORY.

### GENERALLY SPEAKING, YOUR BULLETIN SHOULD BE:

- **INTERESTING TO READ.** Remember that club minutes are meant to reflect business that was transacted by the club. Club minutes are like the brain of the club. Your bulletin on the other hand, is much more, it represents the soul of the club. People love to read about themselves: relate funny stories and occurrences from past meetings and events. Use praise of members and their accomplishments liberally. Make members who miss meetings sorry they missed the meeting. Do a new member/prospective member profile as the occasion arises. Your bulletin must be positive and optimistic. You can deal with problems facing your club or membership without being critical or negative. Use brain teasers, trivia contests about general topics, Lionism or your Club History.
- **PRESENTATION.** While you should generally strive to make your bulletin appear like a professional publication, do not make it difficult to read. Information should be displayed in a organized and logical manner. The type and font you use should be big enough for every one to read.
- **THE USE OF PHOTOGRAPHS, CLIP ART AND CARTOONS.** A picture speaks a thousand words.
- **NAME YOUR PUBLICATION.** Use a catchy or humorous name for your publication.
- **ENCOURAGE PARTICIPATION OF OTHER MEMBERS.** One of the most difficult challenges any editor faces is keeping his/her publication interesting and fresh. It is easier to meet this challenge by encouraging other members of the club to contribute regularly to the bulletin. For example: the President's message. Consider asking one or more of your long serving members to write on past accomplishments of your club or of past members.

### DEDUCTIONS

THERE WILL BE A DEDUCTION OF 10 POINTS FOR EACH OCCURRENCE OF HUMOUR USED IN BAD TASTE . THERE WILL BE A DEDUCTION OF 10 POINTS FOR EACH OCCURENCE OF PLAGIARISM, UNLESS CREDIT IS GIVEN TO THE AUTHOR.

### BULLETIN COVER

THE COVER OF YOUR BULLETIN SHOULD INCLUDE COMPLETE CLUB, ZONE, REGION AND DISTRICT NAMES; THE NAMES, ADDRESSES AND PHONE NUMBERS OF CLUB PRESIDENT, SECRETARY, AND BULLETIN EDITOR, OTHER APPROPRIATE INFORMATION COULD INCLUDE: DISTRICT OFFICERS NAMES, ADDRESSES AND PHONE NUMBERS; ATTENDANCE MAKE-UP INFORMATION; CLUB ROSTER. NAME OF PUBLICATION ie. "The Anywhere Lions Club Gazette"

### POINTS ARE AWARDED AS FOLLOWS

#### BULLETIN COVER:

NAME OF CLUB, ZONE, REGION, DISTRICT, BULLETIN EDITOR'S NAME & ADDRESS, PUBLISHING DATE & FREQUENCY OF PUBLICATION, VOLUME OR PUBLICATION NUMBER, ANY OTHER INFORMATION CONSIDERED APPROPRIATE. - 5 POINTS

#### BULLETIN CONTENTS:

- DATE, TIME AND LOCATION OF UPCOMING MEETINGS AND/OR PROGRAM. - 7 POINTS
- REPORT OF CLUB ACTIVITIES AND INCLUDE ACTIONS BY BOARD OF DIRECTORS. - 7 POINTS
- COMING EVENTS AT THE CLUB, ZONE, REGION, DISTRICT AND INTERNATIONAL LEVELS. - 7 POINTS
- INFORMATION RELATIVE TO MEMBERSHIP DEVELOPMENT AND RETENTION. - 7 POINTS
- REPORT ON PREVIOUS MEETINGS. - 7 POINTS
- CONSTRUCTIVE EDITORIALS. - 7 POINTS
- PERSONAL NEWS ON MEMBERS. - 7 POINTS
- GENERAL INFORMATION AS IT CONCERNS YOUR DISTRICT AND LIONS CLUBS INTERNATIONAL. - 7 POINTS
- EFFECTIVE USE OF HUMOUR. - 7 POINTS
- CONTINUOUS RECEIPT OF BULLETINS. - 7 POINTS
- GENERAL EFFECT. - 25 POINTS

**TOTAL POINTS - 100**