

Club/Council Publications Work Sheet 2021

This is what the judges will be for looking and scoring on.

AFFILIATIONS

1.0 Council/Club promotion (inclusion of the current council/club news items and activities, and contact information)

Clubs inclusion of member Clubs information or Clubs inclusion of their Council information

| | Yes | No |
|--------------|-----------------------|-----------------------|
| Activities | <input type="radio"/> | <input type="radio"/> |
| Promotion | <input type="radio"/> | <input type="radio"/> |
| Contact info | <input type="radio"/> | <input type="radio"/> |

1.1 Other ski related affiliation promotion (inclusion of the current news items and activities of any other ski or sports related affiliation appropriate to the club/council, and contact information)

| | Yes | No |
|---------------------|-----------------------|-----------------------|
| Current news items | <input type="radio"/> | <input type="radio"/> |
| Current activities | <input type="radio"/> | <input type="radio"/> |
| Contact information | <input type="radio"/> | <input type="radio"/> |

1.2 FWSA promotion (inclusion of the current FWSA news items and activities, convention attendance, awards program participation, and contact information)

| | Yes | No |
|-----------------------------------|-----------------------|-----------------------|
| FWSA current news items | <input type="radio"/> | <input type="radio"/> |
| FWSA activities | <input type="radio"/> | <input type="radio"/> |
| FWSA convention attendance | <input type="radio"/> | <input type="radio"/> |
| FWSA awards program participation | <input type="radio"/> | <input type="radio"/> |
| FWSA contact information | <input type="radio"/> | <input type="radio"/> |

1.3 Involvement in charitable activities (community causes, ski lesson promotion, Special Olympics, etc.)

| | Yes | No |
|----------------------|-----------------------|-----------------------|
| Community causes | <input type="radio"/> | <input type="radio"/> |
| Ski lesson promotion | <input type="radio"/> | <input type="radio"/> |
| Special Olympics | <input type="radio"/> | <input type="radio"/> |
| other | <input type="radio"/> | <input type="radio"/> |

1.4 Race, learn-to-ski, or club activity promotion (adult or youth racing programs, extreme sports skills competitions, other ski related activities that promote skiing as a lifelong competitive or recreational endeavor)

| | Yes | No |
|--|-----------------------|-----------------------|
| Adult or youth racing programs | <input type="radio"/> | <input type="radio"/> |
| Extreme sports skills competitions | <input type="radio"/> | <input type="radio"/> |
| Other ski related activities promoting skiing as a lifelong competitive or recreational endeavor | <input type="radio"/> | <input type="radio"/> |

1.5 Ski industry related news or current affairs (resort, forest service, real estate, environmental, etc.) *Required 0 (Zero) points for no content, 3 points for related content

- 0
- 3

CLUB/COUNCIL BUSINESS AND MEMBERSHIP

2.0 Membership form or contact/location information of where to obtain one (web link to PDF, phone number and name, local location, or other instructions on how to join) *Required 0 (Zero) points for no content, 3 points for related content

- 0
- 3

2.1 Contact information of Club/Council representatives or webmaster (contacts for whom to contact for more information, activity, or membership information)

| | Yes | No |
|----------------------|-----------------------|-----------------------|
| Board of Directors | <input type="radio"/> | <input type="radio"/> |
| Web Master | <input type="radio"/> | <input type="radio"/> |
| Newsletter Editor | <input type="radio"/> | <input type="radio"/> |
| Trip or Event Chairs | <input type="radio"/> | <input type="radio"/> |

2.2 Policies & forms supporting the Club/Council or information or instructions on where to find them (list of what documents are available, names and numbers of whom to call, links to PDF's, etc.)

| | Yes | No |
|----------------------|-----------------------|-----------------------|
| Bylaws online | <input type="radio"/> | <input type="radio"/> |
| Trip /Event Policies | <input type="radio"/> | <input type="radio"/> |
| Liability waivers | <input type="radio"/> | <input type="radio"/> |
| Contact information | <input type="radio"/> | <input type="radio"/> |

2.3 Club/Council event promotion (any event sponsored or put on by the Council/club; trips, parties, gatherings, community support activities, etc.)

| | Yes | No |
|--|-----------------------|-----------------------|
| Events sponsored or put on by the council/club; trips, | <input type="radio"/> | <input type="radio"/> |
| Event sponsored or put on by the council/club; parties | <input type="radio"/> | <input type="radio"/> |
| Event sponsored or put on by the council/club; community support activities, | <input type="radio"/> | <input type="radio"/> |
| Bonus point for event calendar | <input type="radio"/> | <input type="radio"/> |
| Bonus point for easy sign up documents or contact info | <input type="radio"/> | <input type="radio"/> |

2.4 Event follow up (articles and news about past events, photos, etc.) [Articles about past events]

| | Yes | No |
|--|-----------------------|-----------------------|
| Articles about past events | <input type="radio"/> | <input type="radio"/> |
| News about past industry events | <input type="radio"/> | <input type="radio"/> |
| Past event photos | <input type="radio"/> | <input type="radio"/> |
| Newsletters online (or links to newsletters) | <input type="radio"/> | <input type="radio"/> |
| Photo gallery (links to web site) | <input type="radio"/> | <input type="radio"/> |

2.5 Ski & sports safety (avalanche, helmet usage, skiers' codes, or any other equipment, environment, or behavioral related safety information)

0 (Zero) points for no content, 4 points for related content

- 0
- 4

2.6 Non-skiers' participation: activities that are not focused on ski pass discounts and ski trips (Member parties, summer events, other sports, family activities or those which non-skiers could participate in)

| | Yes | No |
|---------------------------------|-----------------------|-----------------------|
| Member parties, summer events | <input type="radio"/> | <input type="radio"/> |
| Other sports, family activities | <input type="radio"/> | <input type="radio"/> |
| Other | <input type="radio"/> | <input type="radio"/> |

2.7 Health & fitness (pre-season conditioning, hiking activities, tips on exercising or any other sport preparation for skiers to support their skiing)

| | Yes | No |
|---|-----------------------|-----------------------|
| Pre-season conditioning | <input type="radio"/> | <input type="radio"/> |
| Tips on exercising or any other sport preparation | <input type="radio"/> | <input type="radio"/> |
| Hiking activities | <input type="radio"/> | <input type="radio"/> |
| Other | <input type="radio"/> | <input type="radio"/> |

2.8 Member recognition / highlight (Birthdays, notes of personal achievement, awards, new appointments, or any personal interest items of members)

0 (Zero) points for no content, 5 points for related content

0 1 2 3 4 5

GRAPHICS AND LAYOUT

3.1 Use of color and fonts in relation to a purposeful theme

Points for quality

0 1 2 3 4 5

Not represented Extremely well represented

3.2 Use of photos & graphics in relation to the content and purpose of the newsletter or web site

Points for quality

0 1 2 3

Not represented Extremely well represented

3.3 Quality and usage of photos and graphics (do the photos and graphics enhance and support the articles and are they presented well and easy to see and recognize, do they have captions)

Points for quality

0 1 2 3 4

Not represented Extremely well represented

3.4 Layout (including use of white space, column width consistency, spacing and use of headings, sizes of fonts, consistency of font styles, avoidance of large bodies of text)

Points for quality

0 1 2 3 4 5

Not represented Extremely well represented

3.5 Eye appeal (including: overall graphic appearance and consistency promoting the purpose of the newsletter or web site.)

Points for quality

0 1 2 3 4 5

Not represented Extremely well represented

3.6 Overall organization (Are the articles continued in a reasonable manner, are items easy to find and placed in respect to their importance, are the photos placed within the respective articles)

Points for quality

0 1 2 3

Not represented Extremely well represented

PRESENTATION

4.1 Speed to open or download (if it's on the Web) OR Paper and Print Quality (if it's Printed)

Points for quality

1 2 3

Not represented Extremely well represented

4.2 Ease of reading and writing style (including grammar, punctuation, typos, appropriate length of articles, and use of sentences)

Points for quality

0 1 2 3

Not represented Extremely well represented

4.3 Navigation (table of contents, page numbering)

Points for quality

0 1 2 3 4

Not represented Extremely well represented

4.4 A consistent and dependable posting schedule is used to ensure timely postings and membership trust of the site as a reliable and comprehensive resource. [Publication schedule listed] *Required

| | Yes | No |
|---------------------------------------|-----------------------|-----------------------|
| Publication schedule listed | <input type="radio"/> | <input type="radio"/> |
| 1-4 publications per year (1 point) | <input type="radio"/> | <input type="radio"/> |
| 5-12 publications per year (2 points) | <input type="radio"/> | <input type="radio"/> |