

**Illinois Association of Educational Office Professionals**  
The State Professional Association of Educational Office Professionals  
Affiliated with The National Association of Educational Office Professionals  
Donna Steckling, Editor

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To:            IAEOP Affiliate Presidents

From: Donna Steckling, IAEOP Newsletter Editor/Publication Contest

Re:            2008-2009 Publication Contest for Illinois Affiliates

IAEOP is sponsoring its annual Publication Contest and we hope that affiliates will prepare some type of publication to be submitted for judging. As affiliate president, you may want to pass this responsibility on to your association's newsletter editor.

Attached is a copy of the rating sheet. Our form is the same form that National uses in the Rachel Maynard Award for Excellence in Communication. Please complete both pages with the exception of points awarded under "System for Judging." The date of affiliation for current year refers to the 2008-2009 school year (July 1, 2008-June 30, 2009). Please note that entries must have been published between July 1, 2008to June 30, 2009.

When you have completed this application (3 copies) along with three copies of the newsletter you have chosen to submit, mail it to Donna Steckling at the above address. Deadline for applications is August 15 2009. Awards will be presented at the Fall 2009 Conference.

It is our hope that each of the IAEOP affiliates who have a newsletter will submit an entry. If your association does not issue some type of publication, you may want to consider starting a newsletter or bulletin this year or perhaps next. This is a good way to keep your members informed of all the plans for your affiliate: workshops, institutes, state events, and even national, and all of the actions of your executive board.

If you have any questions, please feel free to contact me.

Good luck to all of you who submit entries for judging.

# ILLINOIS ASSOCIATION OF EDUCATIONAL OFFICE PROFESSIONALS

Affiliated with the National Association of Education Office Professionals  
and the Illinois Association of School Administrators

## 2008-2009 NEWSLETTER CONTEST ENTRY FORM

Name of IAEOP affiliated association \_\_\_\_\_  
use full name

Date of affiliation for current year \_\_\_\_\_  
affiliation year July 1 to June 30

Name of affiliate president \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (H) \_\_\_\_\_ (W) \_\_\_\_\_

Name of editor(s) \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of Newsletter \_\_\_\_\_

Date of publication \_\_\_\_\_

Date of publication must be between July 1, 2008 and June 30, 2009

### TO QUALIFY FOR JUDGING

Entries must include three (3) copies of the same issue and  
a copy of the entry blank/judging sheet.  
(Please do not staple forms to newsletter.)

### ENTRIES MUST BE POSTMARKED BY

August 15, 2009

Mail entry to:

Donna Steckling  
Newsletter/Publications Chairman  
805 Essex Street  
Prospect Heights IL 60070

**ILLINOIS ASSOCIATION OF EDUCATIONAL OFFICE PROFESSIONALS**  
**NEWSLETTER JUDGING SHEET (SPONSORED BY IAEOP)**

Affiliated Association \_\_\_\_\_

Name of Publication \_\_\_\_\_

Date of Publication \_\_\_\_\_

Affiliate Association must enter the appropriate page number below in Sections I and III.

Use abbreviations, if applicable. FP=front page; IFP=inside front page; BP=back page; IBP=inside back page.

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**SYSTEM FOR JUDGING THE PUBLICATION**

- |    |  |              |                 |
|----|--|--------------|-----------------|
| I. | Front Page, Cover, Vital Information                 | Page # _____ | 10 points _____ |
|    | • Logo   | _____        |                 |
|    | • Title of Publication                               | _____        |                 |
|    | • Name/Address of Editor/Publication                 | _____        |                 |
|    | • Month, Quarter/Year of Issue                       | _____        |                 |
|    | • Purpose/Mission Statement                          | _____        |                 |
|    | • Name of Association                                | _____        |                 |
|    | * Names/Addresses and/or Phone/Fax/Email of Officers | _____        |                 |

JUDGES' COMMENTS \_\_\_\_\_  
 \_\_\_\_\_

- |     |  |  |                 |
|-----|--|--|-----------------|
| II. | Format/Layout  |  | 15 points _____ |
|     | • Layout: columns, margins, use of copy blocks, art, orderliness, interesting arrangement, overall look                |  |                 |
|     | • Readability: easily read, use of visual elements, including white space to aid reader, clarity of artwork and photos |  |                 |
|     | • Typeface/artwork, consistent usage and readability of typeface, usage and appropriateness of artwork                 |  |                 |
|     | • Headlines: headlines tell a story, spaced properly   |  |                 |
|     | • Spelling, grammar, punctuation   |  |                 |
|     | • Credits: author/publication titles listed for submitted/copied work  |  |                 |

JUDGES' COMMENTS \_\_\_\_\_  
 \_\_\_\_\_

- |      |   |       |                 |
|------|---|-------|-----------------|
| III. | Content   |       | 65 points _____ |
|      | • Timely articles of educational interest about the profession: helpful hints regarding the profession    |       |                 |
|      | • Material contributed by officers, committee chairs, members   |       |                 |
|      | • Variety of subjects appealing to all members  |       |                 |
|      | • Calendar of Events  | _____ |                 |
|      | • Announcements of upcoming meetings, programs, conferences including date, time, place, and description) | _____ |                 |
|      | • Review/report of previous programs/meetings   | _____ |                 |
|      | • Association activities (coverage of State news/Local news)  | _____ |                 |
|      | • Personal news/association-related news of members   | _____ |                 |
|      | • News/promotion of IAEOP/NAEOP   | _____ |                 |

JUDGES' COMMENTS \_\_\_\_\_  
 \_\_\_\_\_

- |      |   |  |                 |
|------|---|--|-----------------|
| iIV. | Overall Appeal, Interest, Outstanding Features, Originality |  | 10 points _____ |
|------|---|--|-----------------|

JUDGES' COMMENTS \_\_\_\_\_  
 \_\_\_\_\_

**TOTAL** 100 points \_\_\_\_\_