

## **JUDGING CRITERIA FOR CHAPTER AND COLONY PUBLICATIONS**

Crescents and other publications by Chapters and Colonies are designed to enhance and create interest with their Alumni. They should be written and produced in a manner that informs and provides incentive for Alumni to participate in Chapter or Colony functions.

Mere officer-by-officer accounts of previous happenings within a Chapter or Colony is **NOT** a sound basis for Crescent excellence. Focus should be on Alumni interests -- news that informs Alumni of planned activities, news briefs about the jobs, awards and families of Alumni, and special features about prominent Alumni. The following criteria are submitted as a guideline to allow for an objective evaluation of Crescent excellence.

Rule of Thumb: 75% Alumni News - 25% Chapter News

1. **CONTENT:** The publication should focus on Alumni news -- news that other Alumni will be interested in reading. Does the publication adequately fulfill its objective of being FOR, TO and ABOUT **ALUMNI**?
2. **SPECIAL ARTICLES and FEATURES:** In addition to listing Alumni and their present occupations, are special features about Alumni contained in the publications? Special features announcing plans for Homecoming, Founders' Day, Pink Rose and Summer Meetings, with emphasis on encouraging Alumni to attend -- not a mere listing of dates. Also, news concerning the University, Ag College and National Fraternity should be included on occasion.
3. **FREQUENCY:** How many Crescents are printed during the year? Supplemental news letters should be considered as an excellent means of keeping Alumni informed between Crescent printing.
4. **LOST ALUMNI:** A listing of lost Alumni and their previous known addresses should always be included.
5. **RESPONSE FORM:** Does the Crescent include an Alumni biographical form to be filled out?
6. **RECRUITMENT:** Are Alumni asked to participate in recruitment by sending in names for membership?
7. **INCENTIVE:** Does the publication inform and excite Alumni and stimulate participation in Fraternity activities.
8. **VISUAL APPEAL:** Is the format attractive? Readable? Are there photographs and captions? Good use of space?
9. **ERROR FREE:** No one likes to read mistakes -- proofread to prevent.

10. **A SYNOPSIS:** An excellent Crescent contains:
  1. Alumni appeal
    - a. Lots of Alumni news
    - b. Feature articles on individuals
    - c. Historical interest items
    - d. Alumni Corporation and Alumni Chapter news
  2. Effective promotion of chapter events
  3. Concise and interesting coverage of undergraduate Chapter activities
  4. Good continuity and frequency of contact
  5. Journalistic quality
    - a. Use of photographs, art work and layout to highlight the publication
    - b. Grammatically correct, creative, and interesting style

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The above Crescent Guidelines are essentially the same as those used by the Chapter Publication Awards Committee\* in selecting annual winners in Crescent competition. Therefore, if you adhere to these guidelines, your Chapter will clearly be in the running for national awards. Awards available are as follows:

1. Best Crescent (Series)\*
  - Highest Honor (1)
  - High Honor (1-3)

\*You must publish at least two Crescents during the publication year (July-June) to be eligible.

Best Crescent Series is based on judging criteria 1-10.

2. Best Crescent (Single Issue)
  - Highest Honor (1)
  - High Honor (1-2)
3. Crescents which have done a good job on Alumni New, Articles and Alumni Features.
  - Highest Honor
  - High Honor
4. Honorable Mention - Special Awards
  - Open Categories (2-3), e.g., chapter Event Promotion, Alumni Recognition, Best Feature Article, Creativity, lost Alumni Contact, etc.

The National Staff welcomes any questions you may have concerning the above guidelines and awards criteria. Good luck with your publications!