

TESA BULLETIN CONTEST RULES

Thank you for researching information regarding the TESA Bulletin Contest. You are strongly encouraged to participate. Even if you don't receive the highest score, there are no losers in this contest. You gain insight by entering and receiving comments from the judges, in order to make the best possible bulletin for your own membership.

Please closely observe the following rules when submitting an entry for your lodge, because submissions that do not adhere to these rules must be rejected.

- Submit bulletins which were published from April 2010 through March 2011.
- Submit 7 issues each of three consecutive months of your lodge bulletins. This may be any three months between April 2010 through March 2011.

For example: July 2010 (7 issues), August 2010 (7 issues), and September 2010 (7 issues).

This is a total of 21 issues of your Lodge Bulletin that you will be entering. The reason we need this many copies is because we have six judges across the state, and they each need to have identical copies. The 7th copy is for convention display.

- Do not bind the bulletins. You may separate them by months, if you like.
- Your entry **must be** accompanied by a letter from your Lodge Secretary with your lodge seal on it, stating what your Lodge's membership was as of April 30, 2010. The reason for this rule is that your entry will be placed in a category based on Lodge membership. If we don't know what your membership was, we don't know what category to place it in, and therefore would have to reject your entry.

If you have any questions or the above is not clear to you, please feel free to contact me. Your cooperation in this matter is greatly appreciated. I look forward to seeing your Lodge bulletin entered in the Contest this year.

TESA Bulletin Contest
Sunni Ross Devnew, Chairman
3820 Plantation Drive
Benbrook TX 76116-7694
Cell: 817-999-2964
Home: 817-244-2351
sunross@charter.net

RECOMMENDATIONS FOR BULLETIN EDITORS

- Include on your mailing list Past State Presidents, *TESA News* Editor, and all Lodges in your District. Spread the news and share it! You might contact past winners of the State Bulletin Contest to ask to be placed on their mailing list, and put them on yours. That way, you can get an idea of what it takes to compile a winning bulletin and what your competition is.
- Include last names in all articles. Everyone in your Lodge will know who “Bubba” is, but anyone else reading it won’t.
- Don’t let the ER do all the work for you. In many bulletins, the ER reports all of the activities in his/her message. Some ER messages take up an entire page when it would have been better reading had it been broken up into several smaller articles. No one reads an article that is too long!
- When reporting an event, give details. Remember the principles of journalism in writing a complete article: it must answer the questions, “who, what, where, when, why, and sometimes how”. If you expect to have successful participation, complete information is imperative.
- Include a column that makes your bulletin unique. Some Lodge bulletins include recipes or crossword puzzles; most include member’s birthdays and anniversaries. Several bulletins have printed old photographs of members in a “guess who” column. Use your imagination!
- In order to get articles in on time, set a deadline and stick with it. You might create a questionnaire to provide to anyone submitting an article. Keep it until after publication so you’ll have something in writing to verify facts received. With a questionnaire, you can show what you had to work with.
- National news may be obtained from *The Elks Magazine* or Grand Lodge Newsletter, which is mailed to your Lodge Secretary. State news: The *TESA News* is a good source.
- State Bulletin Contest:
 - Entries are placed into three categories based on membership. Awards are presented for first and second place in each category. An “Overall Best Bulletin” award is presented to the bulletin with the highest score, regardless of membership category.
 - One criterion for judging a bulletin is appearance. However, do not be intimidated if you are competing against Lodges that can afford professional printing. There have been many instances where a Lodge bulletin that was cut, pasted, and copied, has placed highly in the contest. Readability and content override the outward appearance of the bulletin.
 - Even if your bulletin cannot meet all the criteria, (and few can), please enter it in the contest. Just do your best; you certainly have nothing to lose. In fact, the critique you will receive from the six judges should enable you to improve your bulletin for the next contest.

Thank you for your participation!

STATE BULLETIN CONTEST CRITERIA

The following rules and regulations for the State Bulletin Contest have been formulated to closely conform to rules of the Grand Lodge Bulletin Contest, so that your bulletin can qualify with greater success in each of the contests. Please note, however, that it is your responsibility to enter your bulletin in the National Contest. The State and National Contests are two separate, distinct contests, and you do not have to win the State Contest to be eligible for the National Contest.

1. Required Articles and Information
 - a. Exalted Ruler's Message
 - b. Officer's column: Secretary's input is sufficient.
 - c. State, District/Interlodge, National, and Lodge news.
 - d. Names of Lodge officers and list of committee chairmen.
 - e. "A Fraternal Organization" must appear prominently on front of bulletin near return mailing address.
 - f. Reports of committee activities.
 - g. Report sickness and distress; in none please so note.
 - h. Mailing and physical address of Lodge.
 - i. House Committee of social quarters news.
 - j. Use of graphics or photos of American Flag.
 - k. Calendar of events.
2. "No-No's"
 - a. Do not include photos of Elks in drinking situations.
 - b. Do not print jokes or fillers that are racist, sexist, or in questionable taste.
 - c. Never refer to the Lodge as a "club".
 - d. Do not print political advertisements or endorsements.
3. Advertising
 - a. Ads must be no larger than a business card.
 - b. Postal regulations advise that you list your advertisers as "sponsors".

Note: Ladies Auxiliary and DOES news are not included in the above requirements, since those organizations are not required by Grand Lodge. However, it is important to include news of their activities in your bulletin. You will not be penalized or rewarded for inclusion or omission of this news, however their activities might qualify for various community service, charitable, or social activities in the lodge.

Bulletin Contest Deadline: April 1, 2011. Include seven issues each of three consecutive bulletins from April 2010 through March 2011. Mail unbound to:

Sunni Ross Devnew
TESA Bulletin Contest Chairman
3820 Plantation Drive
Benbrook TX 76116-7694

Entry must be accompanied by a letter from Lodge Secretary attesting to the number of members as of April 30, 2010 with the Lodge Seal affixed.

Questions? Contact Sunni Ross Devnew at 817-999-2964 or 817-244-2351 or
sunross@charter.net