

Local Publications Contest

The local publications contest encourages local chapters to create publications in order to promote awareness. Having a newsletter is an excellent way of keeping members informed about deadlines, fundraising, Certamen practices, or meetings. They can announce and publicize upcoming events to increase participation; after events, students can even write articles summarizing the activity and their reactions. Publications can also be distributed to parents, teachers, alumni, and curious strangers at community service events and publicity stunts. They can reach out to people outside the organization and publicize its activities with a wider circulation than word-of-mouth; they reach more people than talking alone. In addition to democratizing information and publicizing the classics and the JCL, a local publication is another opportunity for chapter members to collaborate. When students work together to produce a newsletter, they not only improve their club and learn the skills of writing and editing, but, on a more basic level, they cooperate for a common cause. By devoting their energy to an organization they care about, they understand the importance of teamwork.

If your state would like help starting or improving a JCL newsletter, please contact NJCL Editor Anika Park at editor@njcl.org.

If your state would like to participate in the NJCL local publications contest this year, please follow the following steps:

1. Make sure your newsletter meets the following criteria: it must be student-produced, it must include the name of the chief editor, and there must be at least two different issues of any length.
2. Contact editor Anika Park by email at editor@njcl.org by October 1, 2018, to inform them of your interest.
3. Email digital PDF copies of the issues to NJCL editor Anika Park at editor@njcl.org and NJCL Publications Chair Kurt Ristroph at publications@njcl.org by June 1, 2019 or contact Anika by email for a physical address for issues to be postmarked by June 1, 2019.

Here is the judging rubric for the state publications contest. Results will be announced at the 2019 NJCL Convention.

Choice of Articles (20 points)

- Is the content relevant to JCLers and/or the classics? (5 points)
- Is the content diverse in style, genre, subject, and authorship? (15 points)

Presentation of Articles (25 points)

- Do captioned photos and other media, such as sidebars and pulled quotes, accompany the content? (15 points)
- Are there bylines? Is the text justified? Are there columns? Are articles continued across pages with clear jumplines? (10 points)

Effectiveness of Writing (10 points)

- Is the content free of grammar and spelling mistakes? (10 points)

Effectiveness of Layout (25 points)

- Is the layout aesthetically pleasing? (5 points)
- Is the content organized? (5 points)
- Is the layout creatively/originally designed? (5 points)
- Is the layout effective in conveying articles? (10 points)

Stylistic Consistency (10 Points)

- Does the content maintain a consistent appearance throughout and follow set rules for grammar and capitalization? (5 points)
- Are pages numbered? Do common components such as the header, table of contents, board members, etc. appear in the same place in each issue? (5 points)

Frequency of Publication (10 points)

- How many issues are submitted to the editor? (5 points)
- How many total pages of content from all issues combined were submitted to the editor? (5 points)