

## INFO FOR THE WILDER NEWSLETTER AWARD

### ENTRY DEADLINE – SEPTEMBER 15

Submit all entries to:

Jack Michael

920 Bel Passi Drive

Modesto, CA 95350

Questions: E-mail [jmichael@ix.netcom.com](mailto:jmichael@ix.netcom.com)

Each year, PICYA awards the Edwin H Wilder Perpetual Trophy to the club whose newsletter best typifies outstanding and distinguished service to yachting. The award was established in 1982 in memory of Ed Wilder for his long service as Chairman of the PICYA Publications Committee and for his service as Publisher of the Yachting Yearbook. The Declaration of Trust for this newsletter award can be found in the Yachting Yearbook.

The rules are few and the competition is open to all member clubs. The Wilder Trophy is presented at the annual awards banquet in November.

Professional journalists and the Committee will judge your submissions based on:

- Newsletter content, writing, editing, design, photography, and print quality
- Budget available to produce the newsletter – creative use of resources
- Effective and timely communication of information regarding your club, PICYA, and RBOC

The following basic entry instructions apply:

1. Submit a cover letter that includes the following:
  - a. A statement of the goals and objectives of your publication
  - b. A listing of the Newsletter Staff and whether they are paid or work as volunteers
  - c. Frequency of the publication
  - d. Average pages per issue and average circulation
  - e. Average cost per issue and total annual budget (excluding postage)
2. Submit three (3) sets of three (3) different issues of the current contest year newsletter, for a total of nine (9) newsletters per entry. Issues from October, November, and December of the previous year are acceptable. The contest calendar runs from October of the previous year to September of the contest year.
3. Again, the Committee Chair, Jack Michael, must receive your entry by September 15!

The following book is recommended as a guide for new editors (and perhaps some who are already doing a fine job):

“Producing a First-Class Newsletter”

Barbara A. Fanson, Author

Self-Counsel Press Ltd., Publisher