



OHIO COMMUNITY THEATRE ASSOCIATION

NEWSLETTER COMPETITION GUIDELINES

To facilitate improved communication and promote newsletter development and excellence, the Ohio Community Theatre Association will hold a newsletter competition each year. Newsletters will be reviewed by an outside journalist/writer prior to State Conference. Award certificates to be presented at Conference based on the following criteria:

At least three issues must be sent via mail or email to Newsletter Editor Christi Thomas, 439 Apollo St., Sidney, OH 45356, clthomas@woh.rr.com. Last submission accepted is July 17, 2021.

At least two issues must contain OCTA-related news **other than** Conference and area theater callboard listings.

Issues must contain the name and address of the theater, name of editor, and date of issue.

Newsletters will be judged on the following individual areas:

Masthead design: make your masthead an important representation of your theater.

Content: should include special features and announcements as well as standard production information, written so everyone knows what is going on in your organization.

Layout/Appearance: should not be crowded, should be easy to read and locate important articles, and include use of graphic elements and photography.

Originality: be original and try new ideas. Get others to prepare articles, then dress them up with graphics, etc.

Creativity: use your creativity to inform and show off your work and ideas.

Whether hardcopy is produced by typewriter, dot matrix printer, or laser printer, on white paper or colored, xeroxed or professionally printed, will have no bearing on judging as long as layout is easily readable and clearly legible.