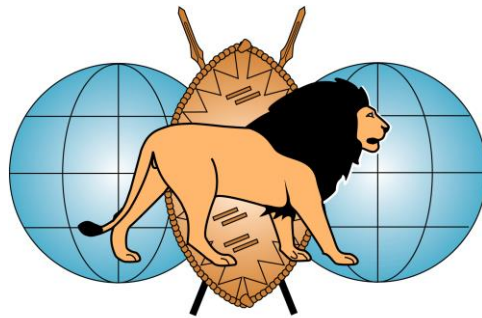


Safari Club International

Publications

Revised August 2013



PUBLICATIONS DEPARTMENT

The Department produces all Safari Club publications: *SAFARI Magazine*, *Safari Times* newspaper, the *SCI Annual Report*, *Hunt NOW!* E-newsletter and other publications and books, both printed and electronic. It also assists other departments by preparing printed materials.

The Publications Department serves as the official voice of SCI, both internally and to the greater shooting sports industry. This may include the periodic publication of one- shot news stand sale publications such as *Safari Gun*, *Fishing Safari*, as well as on websites, etc.

Responsibilities of the Publication Department:

- To produce 12 times a year the publication known as *Safari Times* newspaper.
- To produce six times a year the publication known as *SAFARI Magazine*.
- To produce annually the publication known as the Awards Issue of *SAFARI Magazine*.
- To produce annually the *Annual Report of SCI and SCI Foundation*.
- To produce periodically special-interest newsstand publications like *Safari Gun*, *Fishing Safari*, etc.
- To assist other departments with written copy, artwork and graphic design necessary to produce editorial/graphic content for the various websites and to promote the missions, goals and objectives of SCI and SCI Foundation.
- To assist the Publications Committee with the Chapter Publications Awards effort each year in honoring publications & websites produced by SCI Chapters.

PUBLICATIONS AWARDS

What the Judges Are Looking For

NEWSLETTERS, MAGAZINES AND FUNDRAISING PROGRAMS

- High overall eye appeal – paper quality, crisp color or black and white.
- Front cover – eye catching, clearly stating name of publication and chapter name.
- Consistent page formatting – 2 or 3 columns per page. Full page format is difficult to read.
- Number and quality of photos (include captions).
- Table of contents.
- List of chapter board and their contact info.
- Schedule of chapter meetings and events.
- Membership application.
- Promotion of SCI membership with the reasons to support both SCI and SCI Foundation.
- Articles promoting SCI and SCI Foundation, youth, conservation, outdoor education, humanitarian and legislative activities. Hunt reports and chapter events displaying the camaraderie of chapter members.
- Overall quality of the above articles and reports. Lack of typos and use of photos to aid in telling the story.

WEBSITE AWARDS

- Website should be updated constantly, usually weekly, with current information. Display date of last update.
- All links must be working.
- Provide a user friendly site which should process quickly as visitors become frustrated with slow response.
- Archive information older than one year.
- Display photos with short explanatory text to report chapter activities and programs.
- Proof all text for typos that reduce the credibility of the website's information.
- Include a list of chapter Board of Directors and how to contact.
- List a schedule of chapter and SCI/F events.
- Provide links to read or download Chapter newsletter, archiving those over a year old.
- Include a membership application with the ability to pay for membership via PayPal or other means.

2013 SCI Publication Awards Entry and Judging Criteria

Entry Requirements:

1. **September 15, 2013 is the submission deadline. NO EXCEPTIONS!** Entry form(s) and 2 copies of all supporting documents per entry form must be received by the SCI Publications Department by that date.
2. **If multiple categories of the Publication Awards are entered, you must submit a separate entry form for each award entry.**
3. **Online only and multi-chapter publications are not accepted at this time.**
4. All chapter newsletter and magazine entries must **include all issues** of the publications with a **minimum of four annually**, except magazine entries, and with exception of first year (new) chapters.
5. **Fundraising** publications will not be considered as an issue of a newsletter.
6. **Annual** chapter issues must be designated as a newsletter, magazine or as a fundraising publication.
7. For judging purposes, chapters are classified into groups by size as demonstrated below. Group numbers below are based upon chapter size:

Group 1: 25-50 members	Group 2: 51-150 members	Group 3: 151-250 members	Group 4: 251+ members
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(Rating system 1-10 per category in the criteria. Publications with the highest total points from the judging panel will be the group winner.)

Miscellaneous Criteria:

- Chapter member sizes are verified with the SCI Membership Department at the designated deadline publication submission date.
- Publication Award information will be posted on the SCI website and published in the Safari Times.
- Chapters that won an award the previous year are eligible to compete.
- In case of “ties” both chapters will be designated as award winners.

Judging Panel:

- The judging panel will consist of the Publications Chairman and members of the Publications Committee.

Categories:

Newsletters: One to multiple pages containing news and informative material for chapter members.

CATEGORY 1 – up to 12 pages; basic standard criteria

CATEGORY 2 – over 12 pages; expanded criteria as expressed in Best Overall

Magazines: Magazines have front and back covers, generally without editorial content, internal layouts vary from page to page, have more “featured” articles rather than “newsy” articles, and tend to have more information formats supported with graphics, are saddle-stitched or perfect bound, tend to be on better quality paper, and almost always are 12+ pages.

Fundraising Publications: Any chapter fundraising catalog may be included in this category and will be judged on quality of content, visual appeal, design presentation of drawings/auctions, presentation of donors, chapter information, membership development and national information.

Sickle Horn Award: Only publications from chapters that are two years old or less are eligible.

Website Awards: Awards will be given to the top four websites with the best design, chapter information, membership development, national information, links to informative websites, ease of access and use.

Newsletters and Magazines: Awards are given by chapter size and evaluated by the following criteria:

Criteria		Criteria	
	Frequency of publication (4 minimum annually)		Overall information presented in publication
	Number of pages in publication		Membership and chapter growth emphasis
	Number of photos in publication		Quality of printing, design, layout, etc.
	Number of articles		Local, National and International information
	Support of SCI/SCIF programs (i.e. Education, Conservation, Humanitarian and Legislation, etc.)		Variety of content

NOTE: Newsletters must have a minimum of 4 issues annually. Magazines may have less than 4 issues annually.

Best Overall Newsletter: Will include these additional criteria elements:

	Promotion of SCI and SCIF programs and activities
	Announcements and promotion of chapter functions
	Hunters rights, education, conservation and humanitarian related articles
	Articles and photos promoting member camaraderie
	Creativity: i.e. recipes, cartoons, graphics, etc
	Information including such things as: hunt reports, equipment updates, medical alerts/advice, travel information, youth membership & activities promotion, legislative updates, etc.
	Overall appearance: i.e. professionalism, quality, photo presentation and general visual appeal

Fundraising Publication: Awards are given by chapter size and evaluated by the following criteria:

(Rating system: 1-10 per criteria with 10 being the highest number given per item. Total number of points a chapter can receive — 100)

Points	Criteria	Points	Criteria
	Quality of printing, design, layout, etc.		Visual appeal
	Quality of content		Number of pages in publication
	Chapter information: activities, programs		Number of photos in publication
	SCI/F Information: Conservation, Education, Humanitarian & Legislative		Presentation and layout of drawings and or auction items
	Donor Promotion		Membership Development

Website Award: Awards are given by chapter size and will be awarded to the top four websites.

(Rating system: 1-10 per criteria with 10 being the highest number per item. Total number of points a chapter can receive — 70)

	Criteria
	Quality of overall design and visual appeal
	Promotion of chapter activities and programs
	Membership development
	SCI/F information: Conservation, Education, Humanitarian and Legislative
	Quality of presentation and variety of noteworthy topics
	Links to informative websites
	Ease of access and usage

2013 Chapter Publication Awards

Entry Form

Chapter Name: _____

Chapter President: _____

Phone: _____ Fax: _____ Email: _____

Mailing Address: _____

Name of Publication: _____

Publication Editor: _____ Member Count: _____

Phone: _____ Fax: _____ Email: _____

Note: If multiple categories of the Publication Awards are entered, you must submit a separate entry form for each award entry.

Type of Publication being submitted:

Newsletter Category 1 Newsletter Category 2 Fundraising Publication

Magazine Quarterly Magazine Annual Web Site Competition

Sickle Horn Award _____ (Chapters two years old or less)

Web Site Address: _____

CATEGORIES:

1) **Newsletters:** One to multiple pages containing news & informative material for chapter members.

CATEGORY 1 – up to 12 pages; basic standard criteria

CATEGORY 2 – over 12 pages; expanded criteria as expressed in Best Overall

2) **Magazines:** Magazines have front and back covers, internal layouts vary from page to page, have more “featured” articles rather than “newsy” articles, informational formats supported with graphics, generally without editorial content, saddle-stitched or perfect bound, better quality paper and almost always are 12+ pages.

3) **Fundraising Publication Award:** Chapter fundraising publications may be included in this category and will be judged on quality of content, visual appeal, design presentation, drawings/auctions, presentation of donors, chapter information, and membership development. Awards are given by chapter size.

4) **Website Award:** Given by chapter size, to the top four websites with the best overall design, chapter information, membership development, national information, links and ease of use.

Please submit all entries and supporting documents by September 15, 2013 to:

Teresa Deuel - Publications Assistant

Safari Club International, 4800 W. Gates Pass Road, Tucson, AZ 85745

520-620-1220 - (Ext 244) 520-618-3555 – Fax