

## 2024 NYSFOLA Annual Newsletter Contest

Does your lake association have an award-worthy newsletter? Enter it in the 2024 NYSFOLA Annual Newsletter Contest by Friday, February 14, 2025.

We're looking for attractive, informative, and engaging lake association newsletters that grab and hold the reader's attention, provide pertinent news and updates about the lake and its residents, educate readers about important lake issues and events, and connect communities. Newsletter categories include both print and digital editions for small (10-74 members), medium (75-149 members), and large (150+ members) lake associations. Example criteria to be considered is as follows:

- Overall appearance (i.e., Visually attractive layout and easy to read content)
- Color (i.e., Full color desired; however, color will not be a determining factor in winner selection.)
- Relevant photographs or graphics (i.e., B/W or full color)
- Publication duration (e.g., Since 2000 or 24 years)
- Publication frequency (e.g., Monthly, quarterly, bi-annually, etc.)
- Publication information (e.g., Editor's name, date, issue number, etc.)
- Publication structure (e.g. Masthead; mission statement; table of contents; contact information, etc.)
- President's greeting or message
- Committee summaries or reports
- Upcoming events
- Articles or features by individual contributors

**Note:** Advertising to offset the cost of newsletter production and mailing will not be a selection factor; however, it should not be obtrusive or detract from the publication's readability.

Awards will be presented for both print and digital editions for small (10-74 members), medium (75-149 members), and large (150+ members) lake associations. Winners will be contacted in April 2025 and announced at the May 2 – 3, 2025 NYSFOLA Annual Meeting at Fort William Henry Hotel and Conference Center, Lake George, NY. Conference attendance is encouraged but not required for contest participation.

### Submissions by February 14, 2025

**Print:** Please mail 5 hardcopies (one for each judge) of your best 2024 newsletter to: Amy Hetherington, 7672 Widrig Road, Cleveland, NY 13042 and complete the [Submission Form](#).

**Digital:** Please email your best 2024 e-newsletter to Amy Hetherington at [amyleehetherington@gmail.com](mailto:amyleehetherington@gmail.com) with Subject: 2024 NYSFOLA Annual Newsletter Contest – [Lake Name] and complete the [Submission Form](#). You will receive receipt confirmation within 5 days. If you do not receive a response, please resend and / or call 917-570-6126 for confirmation. In addition to electronic submission, please print and mail 5 hardcopies of your newsletter to the address above. We recognize that the digital version might look slightly different in print.

**Note:** Only submissions with completed forms will be considered.