

## 2008-09 Newsletter Competition Score Sheet

Club Name \_\_\_\_\_  
 Judge Name / Club Name \_\_\_\_\_

Instructions: Put a 0,1,2,3,4 or 5 in the appropriate box indicating the club's score for each item listed. Points should add up automatically.

### Newsletter Scoring Criteria

**5=Excellent • 4=Very Good • 3=Good • 2=Fair • 1=Poor • 0=Missing**

Issue Month	1st	2nd	3rd	Points
<b>Structure (50 points maximum)</b>				
Physical page size	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Identity on each page	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Pages numbered	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Contact information clear	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Ease of Navigation (Table of Contents)	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Organization of text, art, photos	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Affiliation with Council, Far West, other member associations noted	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Photos Identified	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Colors used	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Newsletter size	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Content (75 points maximum)</b>				
Policies Stated	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Membership forms	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Member benefits	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Member reorganization	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Appropriate information on events	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Trip / Activity flyers	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Event follow-up	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Public affairs	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Industry news	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Safety	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Fitness	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
League news	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Council news	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Far West news	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Community news	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Visual Design (25 points maximum)</b>				
Overall appearance	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Page layout flow	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Consistency throughout	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Readability	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Use of white space	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Journalistic Quality (25 points maximum)</b>				
Spelling	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Grammar	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Article flow	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Rhythm of writing	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Use of art/photos to enhance text	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Media used to Deliver (25 points maximum)</b>				
Paper via snail mail	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Available on web site	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Back issues available on web site	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Email notification of newsletter	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
Periodic email updates sent	<input type="text"/>	<input type="text"/>	<input type="text"/>	0
<b>Total Points (200 points maximum)</b>				<b>0</b>

Score Sheets are due May 1, 2009.

Enter scores at <http://acatmeowz.com/FWjudging/score.html> (case sensitive)

Email this form to [ohl@acatmeowz.com](mailto:ohl@acatmeowz.com)

Snail mail this form to Catherine Ohl, 10818 Viacha Dr., San Diego, CA 92124