

Newsletter Scoring Guide
Submissions Due February 1
Send to: dkgmichigancommunicate@gmail.com

Newsletter Name _____

Chapter Name _____

Editor(s) _____

All items are worth 1 point unless specifically noted.

Newsletter Appearance

___ Masthead Title

___ Masthead Volume

___ Masthead Number

___ Masthead Date

___ Masthead Geographical Location

___ Presentation of Information: Clear, concise and with complete articles that are sectioned, indented and paragraphed.)

___ Headlines: Short, descriptive, informative and interesting

___ Graphics, Photographs: Used creatively, to enhance articles, not overpower the text or clutter the layout.

___ Consistent Layout: Easy to read layout with proper gutters and good balance between grey and white spaces; appropriate line lengths.

___ Print/Typeface/Font: Clear, readable, at least 12 pt, the chosen font should be ubiquitous such as Times, Times New Roman, Helvetica or Arial when published electronically so readers on various machines and platforms can see a consistent presentation. Normal, bold, underline and italic used appropriately.

___ Consistent Fonts: No more than 2 fonts used. A different one may be used for headlines, but copy text should all be set with the same font and point size.

Newsletter Content

___ President's Message

___ Current Meeting Information

___ Future Meeting Information

___ Minutes or Summary of Previous Meeting: So absent members are kept up-to-date.

Comments:

Creative Articles: **Worth 1-3 pts.** Articles might include

___ News articles,

___ Book reviews,

___ Poetry,

___ Recipes,

___ Other _____**

Member News: **Worth 1-3 pts.** May include

___ Members' biographies,

___ Committee reports,

___ Birthdays,

___ Personal news: births, deaths, members' achievements

___ News of International/Northeast Regional

___ Alpha Iota State News: Including Upcoming State Workshop and Convention Events Information

___ Educational Issues: May include Legislative Articles, trends in education, teaching tips, strategies, resources, etc.

Miscellaneous

___ Submission received by February 1st deadline

___ Submission received electronically

___ Voice/Content/Organization: The writing is engaging, clear, and focused. Content is thoroughly developed with relevant details. The organization moves the reader smoothly through the text. **

___ The bulk of the newsletters sent to the chapter members are NOT printed and/or mailed. A point for "Going Green"!

SCORE: _____ out of 28.

25-28 Points = Exemplary

22-24 Points = Outstanding

20-21 = Praiseworthy

<20 = Admirable