



2009-2010 NEWSLETTER COMPETITION SCORE SHEET

Judge # _____

VITAL INFORMATION – Each category is worth 1 point; Maximum 10 points in this section **Score 0-1**

1	Newsletter Title on Front Page	
2	Editor's Name on Front Page	
3	Club Logo on Front Page	
4	Table of Contents contained in newsletter	
5	Board of Director's Contact Information contained in newsletter	
6	Date, time & location of regular meeting contained in newsletter	
7	Pages numbered	
8	Return address contained in newsletter	
9	Calendar and/or upcoming events contained in newsletter	
10	President's message or article contained in newsletter	

OVERALL APPEARANCE & PRESENTATION OF NEWSLETTER

Each category is worth up to 5 points; Maximum 25 points in this section

Score 0-5

11	First Impression: General impression the newsletter gives the reader. Is it legible, neat and attractive?	
12	Quality and readability: Is everything well-written? Does the newsletter sustain reader interest?	
13	Design: Is it well designed? Does there appear to be a master design plan and is it followed? Is it pleasing to the eye? Is color used appropriately? Is information presented in the most readable fashion?	
14	Balance: Is there a variety of information? Is there a good balance between past and future events? Is there a good mix of long and short articles? Is there an orderly and interesting arrangement of subjects.	
15	Photos, graphics and clip art: Are they used appropriately? Do illustrations fit the subject or are they just filler?	

Mechanical - Each category is worth up to 5 points; Maximum 30 points in this section

Score 0-5

16	Masthead: General impression of masthead (attractive, overall appearance, first impression and layout of masthead).	
17	Neatness: Are copies cleanly printed? Are margins appropriate? Is there good use of white space?	
18	Page numbering: Are the pages numbered in a consistent way?	
19	Font selection: Does the choice of fonts and size make the newsletter easy to read? Are fonts appropriate for the text? Are too many fonts used?	
20	Spelling: Is it evident that the newsletter was proofread carefully? Are all words spelled correctly?	
21	Grammar: Is proper grammar used throughout the newsletter?	

Legibility - Maximum 10 points in this section

Score 0-10

22	Are the articles informative, enlightening and easy to understand? Font easy to read size, article titles, table of contents. Masthead: General impression of masthead (attractive, overall appearance, first impression and layout of masthead).	
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Informative - This is the most important function of the newsletter.

Maximum 25 points in this section

Score 0-25

23	Content of the newsletter. Does it keep the members informed of the events that are planned, meetings and other helpful items? (Helpful phone numbers, calendar of events, accurate information, important news, events, club officers represented, information about the club and the membership).	
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BONUS – Optional - Maximum 10 points in this section

Score 0-10

24	Award points for exception merit, over all achievement and/or originality. (**OPTIONAL** An EXCEPTIONAL newsletter that the Editor takes extra care and goes beyond the call of duty.	
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TOTAL POINTS EARNED (110 Maximum)

Judges Comments:

TMOM NEWSLETTER V.P.

Judge's Score:

Points for Articles in Mom's Messenger (2 points for each)

___ Summer

___ Fall

___ Winter

___ Spring

___ All four editions (2 points)

_____ TOTAL