

PSA Club, Council, & Chapter Newsletter Contest

Judggu Worksheet for Clubs

Name of Newsletter _____ Total Score: _____

Overall Appearance & Presentation of Newsletter

(Each category is worth up to 10 points. Maximum 30 points in this section) **Score 1-10**

1	Quality and Readability: Is everything well-written? Does the newsletter sustain reader interest?	
2	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?	
3	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?	

Mechanical

(Each category is worth up to 4 points. Maximum 20 points in this section) **Score 1-4**

4	Page identification: Are the pages numbered in a consistent way? Is the issue identified by issue, month, and year?	
5	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?	
6	Spelling: Is it evident that the newsletter was proofread carefully? Are all words spelled correctly?	
7	Grammar: Is proper grammar used throughout the newsletter?	
8	Photos, graphics, & clip art: Are they used appropriately? Do illustrations fit the subject or are they just filler?	

Content

(Each category is worth up to 5 points. Maximum 25 points in this section) **Score 1-5**

8	Articles: Is there substantive information included? Examples: "How-to" articles, information about speakers and/or judges, articles discussing things such as trends or ethical issues in photography, opinion articles	
9	Event publication: Is there a schedule/calendar for regular meetings? Are upcoming events appropriately highlighted? Does the newsletter encourage participation in events?	
10	Past events: Are the results of competitions or critique sessions included? Are there reports regarding past meetings or field trips?	
11	Member information: Profiles of members? Articles about members or by members.	
13	Contact information: Is an email address and/or postal address listed for the editor? Are officers and committee chairs listed? Are the club website and email address listed?	

Overall Rating of Newsletter:

(Category is worth up to 25 points.) **Score 1-25**

14	What is your overall rating of this publication? What is the likelihood that you would select this newsletter from others lying on a table and then read it from cover to cover?	
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PSA Bonus Points:

(Each category is worth up to 1 point. Maximum of 3 points in this section) **Score 0-1**

15	Is the current PSA Logo printed in the newsletter? Is there a link to the PSA web site?	
16	Is PSA Conference information (past or future) and/or the up-coming conference logo printed in the newsletter?	
17	Is information regarding PSA membership or PSA activities presented in the newsletter?	

Please note that a perfect score would be 103.

Judges: Please include positive comments and suggestions for improvement on the comment sheet. This is perhaps the most important aspect of the judging.

**PSA Club, Council, & Chapter Newsletter Contest
Club Comment Worksheet**

Name of Newsletter _____

Club _____