

**2019 PSA Newsletter Contest  
Judge's Worksheet for Councils and Chapters**

Entry No. \_\_\_\_\_ 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	<b>Quality and Readability:</b> Is everything well-written? Does the newsletter sustain reader interest?	
2	<b>Design:</b> Is it well designed? Does there appear to be a master design plan and it is followed? Is it pleasing to the eye? Is color used appropriately? Is information presented in a readable fashion?	
3	<b>Balance:</b> 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	<b>Page identification:</b> Are the pages numbered in a consistent way? Is the issue identified by month, issue, and year?	
5	<b>Font selection:</b> 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	<b>Spelling:</b> Is it evident that the newsletter was proofed carefully? Are all words spelled correctly?	
7	<b>Grammar:</b> Is proper grammar used throughout the newsletter?	
8	<b>Photos, graphics, &amp; clip art:</b> Are they used appropriately? Do illustrations fit the subject or are they just filler?	

**Content**

*(Each category is worth 8 points. Maximum score is 40 points in this section.)*

Score 1 - 8

9	<b>Articles:</b> Is there substantive information included? Examples: "How-to" articles, articles discussing such things as trends or ethical issues in photography, opinion articles.	
10	<b>Is the newsletter motivational,</b> i.e. does it promote membership and/or make people or clubs want to be a part of the group or participate in activities of the group?	
11	<b>Member information:</b> Can be information about individuals or clubs or a list of member clubs; can be a profile of a club or an individual that is active in the group; anything that is informative about the make-up of the group.	
12	<b>Event publication:</b> Is there a schedule/calendar for regular meetings? Are upcoming events appropriately highlighted? Does the newsletter encourage participation in events?	
13	<b>Contact information:</b> Is an email address and/or postal address listed for the editor? Are officers and committee chairs listed?	

**Overall Rating of Newsletter**

*(This category is worth up to 10 points.)*

Score 1-10

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 cover to cover?	
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**PSA Bonus Points**

*(Each category is worth up to 1 point. Maximum 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.**

**2019 PSA Newsletter Contest  
Chapters and Councils Comments Worksheet**

**Entry No.** \_\_\_\_\_ **Name of Newsletter** \_\_\_\_\_

## Councils & Chapters Comment Worksheet

Name of Newsletter \_\_\_\_\_

Council or Chapter \_\_\_\_\_