2013 PSA Newsletter Contest
Judge's Worksheet for Councils or 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	**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 it is followed? Is it pleasing to the eye? Is color used appropriately? Is information presented in a 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 8 points. Maximum score is 40 points in this section.) Score 1 - 8

9	**Articles**: Is there substantive information included? Examples: "How-to" articles, articles discussing such things as trends or ethical issues in photography, opinion articles.	
10	**Is the newsletter motivational**, 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	**Member information**: 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	**Event publication**: Is there a schedule/calendar for regular meetings? Are upcoming events appropriately highlighted? Does the newsletter encourage participation in events?	
13	**Contact information**: 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?	

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.

2013 PSA Newsletter Contest
Chapters and Councils Comments Worksheet

Entry No. _____ Name of Newsletter _____

Councils & Chapters Comment Worksheet

Name of Newsletter _____
Council or Chapter_____