PSA Newsletter Contest
2013 Judge's Worksheet for Clubs

Entry No._____Name of Newsletter _____Total Score _____

Overall Appearance & Presentation of Newsletter

*(Each category is worth up to **10 point**s. 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 **8 points**. Maximum 40 points in this section)* **Score 1-8**

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 **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 from cover to cover?	

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.

2013 PSA Newsletter Contest
Club Comment Worksheet

Entry No. _____Name of Newsletter _____