

**Newsletter Scoring Guide 2014**  
**Submissions Due February 1, 2014**

**Send to Anne Wade at 1409 Basswood Ct., East Lansing, MI 48823 or e-mail at  
wadeanne@gmail.com**

**Newsletter Name** \_\_\_\_\_ **Chapter Name** \_\_\_\_\_

**Editor(s)** \_\_\_\_\_

All items are worth 1 point unless specifically noted.

**Newsletter Appearance**

Comments:

- \_\_\_\_\_ Masthead Title
- \_\_\_\_\_ Masthead Volume
- \_\_\_\_\_ Masthead Number
- \_\_\_\_\_ Masthead Date
- \_\_\_\_\_ Masthead Geographical Location
- \_\_\_\_\_ Presentation of Information (Should be clear, concise and with complete articles that are sectioned, indented and paragraphed.)
- \_\_\_\_\_ Headlines (Short, descriptive, informative and interesting)
- \_\_\_\_\_ Graphics, Photographs (Used creatively, they should enhance the articles, not overpower the text or clutter the layout.)
- \_\_\_\_\_ Consistent Layout (Easy to read layout with proper gutters and good balance between grey and white spaces; appropriate line lengths.)
- \_\_\_\_\_ Print / Typeface / Font (Clear, readable, at least 12 pt., and the chosen font should be ubiquitous such as Times, Times New Roman, Helvetica or Arial when published electronically so readers on various machines and platforms can see a consistent presentation. Appropriate use of normal, bold, underline and italic.)
- \_\_\_\_\_ Consistent Fonts (No more than 2 fonts used. A different one may be used for headlines, but copy text should all be set with the same font and point size.)

**Newsletter Content**

- \_\_\_\_\_ President's Message
- \_\_\_\_\_ Current Meeting Information
- \_\_\_\_\_ Future Meeting Information
- \_\_\_\_\_ Minutes or Summary of Previous Meeting (So absent members are kept up-to-date)
- \_\_\_\_\_ Creative Articles (**Worth 1-3 pts.**) Articles might include news articles, teaching tips, book reviews, poetry, recipes, original stories, etc. The writing is engaging, clear, and focused. Content is thoroughly developed with relevant details. The organization moves the reader smoothly through the text.
- \_\_\_\_\_ Member News (May include member biographies, committee reports, birthdays, births, deaths, personal news, congratulatory articles, recognize members' achievements)
- \_\_\_\_\_ News of International/Northeast Regional
- \_\_\_\_\_ Alpha Iota State News (Including Upcoming State Workshop and Convention Events Information)
- \_\_\_\_\_ Educational Issues (May include Legislative Articles, new trends in education, different strategies, etc.)

**Miscellaneous**

- \_\_\_\_\_ Submission received by February 1<sup>st</sup> deadline
- \_\_\_\_\_ Submission received electronically
- \_\_\_\_\_ The bulk of the newsletters sent to the chapter members are NOT printed and/or mailed. (A point for "Going Green"?)