

Outstanding Newsletter - Judging Form 2009 - 2010



UNIT NAME: _____ UNIT #: _____ JUDGE # _____

CONTACT NAME: _____ CONTACT #: _____

- Category: Category 1 (Elementary 25 - 150) Category 3 (Elementary 226 - 300) Category 5 (JR/Middle/HS)
 Category 2 (Elementary 151-225) Category 4 (Elementary 300 +) Category 6 (Council)

| MASTHEAD | | | | | TOTAL PTS |
|-------------------------------|---------------------------------|----------------------------------|--|--|-----------|
| Name of Newsletter (10pts) | Name of PTA/PTSA (10pts) | Local Unit / Council No. (10pts) | | | |
| Month & Year of Issue (10pts) | Newsletter Editors Name (10pts) | PTA President's Name (10pts) | | | |
| City / Community (10pts) | | | | | |

TOTAL MASTHEAD POINTS **Maximum Points Possible: 70** **TOTAL POINTS:** _____

| FRONT PAGE | | | | TOTAL PTS |
|---|--|--|--|-----------|
| Overall appearance of front page (max 25pts) | How well the name of the newsletter "catches your eye" (max 20pts) | Identify the PTA that published this newsletter? (max 15pts) | | |
| Did newsletter establish its identity as PTA, not school (max 25 pts) | Initial impact of newsletter by the design (max 15pts) | Easily determine PTA location? (max 10pts) | | |

TOTAL FRONT PAGE POINTS **Maximum Points Possible: 110** **TOTAL POINTS:** _____

| CONTENTS | | | | | TOTAL PTS |
|--|---|--|--|--|-----------|
| PTA President's Message (max 30pts) | Is the School/Community served by the PTA easy to determine (max 20pts) | Were PTA members & volunteers recognized by name (max 35pts) | | | |
| Were articles from outside PTA identified (max 35pts) | Was PTA the primary focus of the content (max 35pts) | Board and General membership meeting reports (max 25pts) | | | |
| Reports of committees and various PTA activities (max 25pts) | Quantity and quality of WSPTA news, including region info (max 25pts) | Legislation and advocacy (max 25pts) | | | |
| Quantity and quality of National PTA news (max 20pts) | News from the community-at-large (max 15pts) | | | | |
| Did newsletter address and/or inform on issues of health, welfare, safety, and education of children and youth (max 25pts) | | | | | |

TOTAL CONTENTS POINTS **Maximum Points Possible: 315** **TOTAL POINTS:** _____

OUTSTANDING NEWSLETTER JUDGING FORM (pg. 2)

Unit Name: _____

Judge #: _____

FOR COUNCIL NEWSLETTERS ONLY **TOTAL PTS**

| | | | | |
|--|--|--|--|--|
| | Does council promote leadership training opportunities (max 40pts) | | Does council promote the Reflections program (max 35pts) | |
|--|--|--|--|--|

TOTAL CONTENTS POINTS **Maximum Points Possible: 75** **TOTAL POINTS:** _____

TOTAL POINTS EARNED (add all points for each section) **Maximum Points Possible: 495 (Council 570)** **TOTAL PTS**

| | | | | | | |
|--|------------------------------|--|--------------------------------|--|------------------------------|--|
| | TOTAL MASTHEAD POINTS | | TOTAL FRONT PAGE POINTS | | TOTAL CONTENTS POINTS | |
| | TOTAL COUNCIL POINTS | | | | | |