

5. **Calendar of Events** Do the issues provided include a calendar or list of upcoming events (i.e. PTA events, school events, community events, meeting reminders, training opportunities, deadlines, etc.)? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1	Issue dated _____ - 2 points	
Month #2	Issue dated _____ - 2 points	
Month #3	Issue dated _____ - 2 points	

Total Points Awarded

6. **News from other levels of PTA** Do the issues provided include news from National PTA, WSPTA, region, and/or council and are contributing sources identified? Possible sources include: *Our Children*, National PTA or WSPTA websites, WSPTA Leadership News, Facebook (National PTA, WSPTA, region, council), region or council newsletters/communication, etc. Local PTAs will receive credit for sharing National PTA, WSPTA, region, and council information. Councils will receive credit for sharing National PTA, WSPTA, and region information. (Total points available = 12) **Examples for National PTA must be from different months. Examples for WSP from different months. Examples for region/council must be from different months. Credit will not be given for multiple examples in the same month.**

National PTA Example #1	Issue dated _____ - 2 points	
National PTA Example #2	Issue dated _____ - 2 points	
WSPTA Example #1	Issue dated _____ - 2 points	
WSPTA Example #2	Issue dated _____ - 2 points	
Region/Council Example #1	Issue dated _____ - 2 points	
Region/Council Example #2	Issue dated _____ - 2 points	

Total Points Awarded

7. **Board & Membership Meeting Reports** Do the issues provided include, or have a link to: agendas, minutes, and/or meeting highlights? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1	Issue dated _____ - 2 points	
Month #2	Issue dated _____ - 2 points	
Month #3	Issue dated _____ - 2 points	

Total Points Awarded

8. **Committee & Program Updates or Reports** Do the issues provided include committee and/or program updates/reports? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1	Issue dated _____ - 2 points	
Month #2	Issue dated _____ - 2 points	
Month #3	Issue dated _____ - 2 points	

Total Points Awarded

9. **Volunteer Recognition** Do the issues provided include volunteer and/or committee chair recognition by name? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1	Issue dated _____ - 2 points	
Month #2	Issue dated _____ - 2 points	
Month #3	Issue dated _____ - 2 points	

Total Points Awarded

10. **Community News** Do the issues provided include community news information (i.e. school, school district, school district foundation, local community, etc.) with contributing sources clearly identified? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1	Issue dated _____ - 2 points	
Month #2	Issue dated _____ - 2 points	
Month #3	Issue dated _____ - 2 points	

Total Points Awarded

11. Officer & Board of Directors Training/Education: Do the issues provided include information about upcoming training opportunities encouraging attendance, or reporting back after training was completed (i.e. region conference, Leadership Conference, PTA and the Law, Legislative Assembly, WSPTA Convention, other region or council training, Focus Day, etc.)? (Total points available = 4) **Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

12. Bi-lingual Articles: Do the issues provided include bi-lingual articles or references where to download the article translated? (Total points available = 4) **Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

13. Diverse School Populations: Do the issues provided include articles on reaching your diverse population or outreach (this could be from Washington State PTA, articles on special education, multi-cultural leaders, advocating on special needs bills, information on community resources for families in need, etc.) (Total points available = 4) **Credit will not be given for multiple example in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

14. PTA Programs & Awards: Do the issues provided include articles on PTA programs and awards such as Reflections, PTA Men’s Essay Contest, Local PTA and Council Awards of Excellence (formerly called Group Awards), Individual Awards (i.e. Golden Acorn, Outstanding Educator, etc.), etc. (Total points available = 4) **Credit will not be given for multiple example in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

TOTAL SECTION 2 POINTS	Maximum Points Possible: 82	Total Points: _____
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Section 3: Overall appearance & creativity (Total Points Available = 15)

Each part of this section will be judged on a scale of 0-3 (0 = Not at all; 1 = Good; 2 = Better; 3 = Best)

1. Are the examples easy to read (fonts are in proper sizes and styles used enhance clarity, adequate spacing between elements, appealing color scheme)? (Total points available = 3)	
2. Do the examples provided include photos/clip-art/kids’ activities/other strategies to ensure readership? (Total points available = 3)	
3. Do the examples provided have an overall interesting and engaging appearance? (Total points available = 3)	
4. Do the examples provided have a logical layout? (Total points available = 3)	
5. Are the examples provided well branded? (i.e. good use of PTA logo(s), obvious it is a PTA communication, consistent graphics used, etc.)? (Total points available = 3)	

TOTAL SECTION 3 POINTS	Maximum Points Possible: 15	Total Points: _____
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Newsletter Total Points Earned

Section 1: Maximum allowed = 18 _____

Section 2: Maximum allowed = 82 _____

Section 3: Maximum allowed = 15 _____

Total Points: Maximum allowed = 115 _____

Gold Level (90%) = 104+ Silver Level (80%) 92-103 Bronze Level (70%) 80 = 91