

Newsletter Scoring Guide 2012 Submissions Due February 1, 2012

Newsletter Name _____ Chapter Name _____

Editor(s) _____

All items are worth 1 point unless specifically noted.

Newsletter Appearance

- _____ Masthead Title (The Delta Kappa Gamma Society International. Use of the letters DKG is now permitted.)
- _____ 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 1st 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"!)

Comments: