

Evaluation Form: Newsletters for PNW Kiwanis Year 2021-2022

Club Name _____ and/or Division # _____

Newsletter editor's name: _____

Dates/issues received for month of: _____

I. Content considerations (100 pts per each month) _____

A. **Timeliness/worthiness based on distribution date(s) noted:*

Consistent distribution date/dates (10): _____ # of issues _____

B. **Meeting/program notes (0- 20)** Weeks #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

- 1.) Club OR Division meeting notes/summary of current discussions and/or decisions
- 2.) Board/Division Council Reports/minutes (club newsletters) - in a timely manner* (Minutes may be noted as "contingent" on future Board/club approval of the minutes/report.)

C. **Miscellaneous Content (30)** Weeks #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

- 1.) To include: Speaker notes, **timely** reports (committees, projects, fundraisers) and/or upcoming program info., reports, projects, activities (club, K-Clubs, Division, etc.) _____
- 2.) Club, Division, District announcements/information for the Good of the Order _____

D. **Visual Appeal/Readability (10-20)** Monthly score _____

(Layout/balance, photos, discretionary content, effective use of space, **variety**.)

E. **Current calendar (20) = updates required each issue** - (ALL or ZERO) _____

II. Credit to contributors/sources (10) (Ex: Photographers, authors, outside sources - print media/excerpts/ publication sources, etc.) (All or ZERO per issue) _____

Note: The requirements noted above are intended to provide a framework for effective and consistent communication, as well as equitable evaluation of submitted newsletters.

Judging: Points will be given **per month**, representative of **all publications presented in a timely manner for judging (October - Sept.)** during the current Kiwanis year, AND according to each club's REGULAR distribution schedule. Example - If two issues per month is the traditionally established "norm" for your club, scores from **the CONTENT category of each publication** will be added together and divided by the number of publications (2) = monthly score in that category. **Likewise** - 4 issues in a single month, category scores will be divided by 4.

****If you have questions about judging, or participating in the newsletter judging/contest, please contact the Communications Chair/publications judge - noted below!**

Awards are made in August of the year **following** the Kiwanis year that publications are submitted for judging - almost a year after the current year concludes. (At **Convention**)

*****To submit your newsletter via email: Label the subject line with your club's Name or Division # and send to: Linda Neuman: lindknn@gmail.com OR by USPS w/correct postage: Linda Neuman, 2216 SW Perkins Ave., Pendleton, OR 97801**