

## Unit Publications Competition Score Sheet Newsletter – Print Format

Unit Name: \_\_\_\_\_

Unit #: \_\_\_\_\_ Region #: \_\_\_\_\_

To be assessed by WBCCI Judges: Looking across all 3 issues:

Total of 58 points – 2 points per “yes” response	Tick if “yes”
<b>Newsletter identity:</b>	
Is the Unit’s name prominent on the front page?	
Is WBCCI identified on the front page?	
<b>Newsletter frequency:</b>	
Is the newsletter published at least bi-monthly?	
Is the issue dated so that the reader knows how current it is?	
<b>Publishing information:</b>	
Are publishing deadlines for future issues noted?	
Is contact information for the Editor included?	
<b>President’s message:</b>	
Is a President’ message included?	
Does the President’s message refer to the Unit’s priorities and/or activities?	
Is the President’s contact information included?	
<b>Content:</b>	
Is there a table of contents on the front page?	
Are future and/or past events listed/described?	
Are articles sourced? i.e., is it clear who wrote or submitted each article, or that it was reprinted from another publication?	
Are photos included?	
Do photos include captions or clearly relate to the articles to which they are attached?	
Are articles timely? i.e., not-outdated, relevant to recent or upcoming events	
Are articles relevant? Do they relate to Unit events, members, Airstreams, WBCCI, travel?	

<b>Design/appearance/readability:</b>	
If you weren't a judge, would you be tempted to pick this newsletter up for a read?	
Is there a consistent appearance across all 3 issues?	
Does the newsletter have a clean look? i.e., it is not cluttered or too "busy"	
Is there is enough white space between lines and columns? i.e., text is not so dense that it is off-putting or makes you not want to read it.	
Is the size of headlines and images appropriate and appealing?	
Are fonts consistent throughout the publication with no more than 2 or 3 fonts throughout?	
Are the fonts easy to read?	
Is plain language used throughout i.e., are articles easy to understand?	
Is color used to attract attention?	
Are bullets, bold font, underlining, highlighting, boxes or other formatting techniques used to draw your attention?	
Are articles clearly separated so that you can tell where one starts and finishes?	
Are page numbers included?	
Where articles flow over to another page(s), is the continuation noted? i.e., "continued on page 2", "continued from page 1"	
<b>Total Points: (2 points per 'yes' response)</b>	

Judge's Comments:

**To be assessed by Community Judges: Looking across all 3 issues: Judge’s Initials \_\_\_\_\_**

**Artistic/creative impressions:** Potential for 20 points: Rate on a scale of 1 to 4, 1 being lowest and 4 being highest. (Please circle whole number.)

How attractive is the publication?

1	2	3	4
not at all			very

How easy is it to read (font style and size, use of white space)?

1	2	3	4
not at all			very

How well balanced are texts and photos/graphics?

1	2	3	4
not at all			very

How attention-grabbing are the headlines?

1	2	3	4
not at all			very

Choose one article to read. How interesting and well-constructed was it?

1	2	3	4
not at all			very

**Total:**

**Judge’s Comments:**

**Tie-breaker: To be assessed by Committee Member:** Apply in the event that publications from 2 or more Units in the same category (print or electronic) have identical scores:

Award 1 additional point for every issue above the minimum of 6 issues annually, e.g., if the newsletter is published 12 times annually, award 6 additional points.

**Totals:** WBCCI Judges: \_\_\_\_\_

Community Judges: \_\_\_\_\_

Tiebreaker: \_\_\_\_\_

**Grand Total:** \_\_\_\_\_