

Newsletter Evaluation for Golden Quill Award 2010

Judging Items	Suggested Point Values				Score
	Excellent	Very Good	Good	Fair	
Content - 50%					
Promotion					
Welcome/Introduction Basic Club Description - Club Profile Basic Club Description - Time & Place Upcoming Events Club Contact Information	18	13-17	7-12	0-6	
Education					
Educational Materials/Articles Goals/Objectives Policies	12	9-11	5-8	0-4	
Member Information					
News about Recent Meetings or Events Member Recognition Club Achievements	12	9-11	5-8	0-4	
Integration					
Mention of Area/Division/District Events	4	3	2	0-1	
Administrative					
Toastmasters International Copyright Notice Other Copyright Information (where required)	4	3	2	0-1	
Presentation - 35%					
Readability and Organization					
Easy to Read Logical Structure Clearly Defined Categories	20	16-23	8-15	0-7	
Page Design/Layout					
Appropriate Graphics Clean Layout Easy to Scan Page Content Spelling/Grammar/Punctuation	15	11-15	6-10	0-5	
Distribution - 15%					
Circulation					
Attracting Readers with Teasers Frequency regularly Archive	10	7-9	4-6	0-3	
Technicals					
Appropriate Format (PDF) Appropriate size (max. 1 MB when sent via mail) Recipients in BCC field (when sent via mail)	5	3-4	2	0-1	
TOTAL SCORE					