

AASPA: Newsletter Award

Newsletter Award is open to all state/province/private organizations that publish a newsletter for their members at least annually. Newsletters are judged on content and layout. Sample newsletters must be submitted for review. Award nominees must have an AASPA member in their organization.

| Element | Distinguished (4 points) | Satisfactory (3 points) | Minimal (2 points) | No Evidence (1 point) | Score |
|---|--|---|--|--|-------|
| Ideas/Content/ Development- 3 relevant articles or subheadings were included in newsletter | Ideas are engaging, insightful and illustrate an excellent understanding of the events or issue. Creative Title: using wit, humor or relevance based on the core function of newsletter. There is evidence of extensive planning and organization; evidence of extensive research using a variety of sources i.e., Internet, print, and interview. | Ideas are well developed and illustrate a solid understanding of the events, or issues. Title creative and relevant to the core function of newsletter. There is evidence of planning and organization as well some research. | Some ideas are good, but lack development and detail. Mainly obvious details are included. Point of view is limited. Title has some creativity, but does not add impact to the newsletter. Research is limited to one or two sources. Limited evidence of planning and organization. | Ideas do not stretch beyond the obvious, are randomly presented, and remain underdeveloped. Title lacks creativity and does not reflect on the core function of newsletter. There is little or no evidence of research, planning and organization. | |
| Elaboration | All articles are well-written. The points are fully developed with accurate and detailed information to support ideas. | Pieces are well-written. Most points are elaborated with clear and detailed information to support ideas. | Pieces are adequately written. Some points are elaborated. Articles may contain factual errors, irrelevant information or inadequate detail. | Pieces exhibit an awkward writing style. Points are general and obvious. Ideas are not well developed. Factual errors, significant omissions or irrelevant information is present. | |
| Mechanics | An excellent grasp of standard writing conventions are apparent. The newsletter is free of errors in grammar, usage, spelling, punctuation, and sentence formation. | A good grasp of standard writing conventions is apparent. The newsletter contains only minor errors which do not interfere with understanding the ideas presented. | Reasonable control of standard writing conventions is apparent, but some errors interfere with understanding the ideas presented. | Errors in spelling, punctuation, capitalization, grammar, usage and sentence formation distract the reader and interfere with understanding the ideas presented. | |
| Layout | Layout is logical and appealing. Design elements are consistent and reinforce the content message. Text fonts and sizes are well chosen. Overall: Outstanding visual appeal with excellent use of space. | Layout is organized. Design elements are consistent and support the content message. Text fonts and sizes are readable. Overall: Visually attractive layout with good use of color and space. | There is a simple layout design. The project is neatly presented. Clearly better text fonts and sizes should have been selected in some instances. | Layout is haphazard. Design elements are not consistent and may not support the content message. Text fonts and sizes may cause distraction. | |
| Graphics | Graphics are well selected, help communicate the message, and enhance the work. At least 1 photo image or graphic used per subject. | Graphics suit the newsletter and support the message. 1 photo image or graphic used per 2 subjects. | Graphics suit the newsletter but there should be more to better support the message. Lack of appropriate photo image or graphics, inversely, an overuse of graphics and images might signal lack of written content. | Minimal or distracting graphics. Images do not support the message. Overuse of images detracts from message. | |

TOTAL SCORE