

Internal Newsletter:
Disseminated specifically to employees.



For ISPra Use Only:

Entry # _____

Iowa School Public Relations Association
Communications Contest
Category C: Internal Newsletter

Name of Organization/District: _____

Name of Entry: _____

OVERALL

POINTS

1. This piece helps create a dynamic image for district, organization or program. _____/20
2. The piece leaves a positive impression on the reader. _____/10
3. Stories, photos, artwork, charts or graphics are interesting and contribute to the intended message. _____/10
4. Layout demonstrates attention to design principles and uses a consistent format. _____/10

STYLE

5. Content/writing is appropriate for the intended audience. _____/10
6. Headings, headlines or captions attract the reader, provide basic information, and use action verbs. _____/ 5
7. Leads capture readers' attention. _____/ 5
8. Writing is clear, concise, uses quotes, and avoids educational jargon. _____/ 5

GRAPHICS

9. The design is attractive and readable and/or easily accessible. _____/ 5
10. Photos, graphics, color, and other design elements are appropriately cropped or sized, enhance the written message or tell a story in themselves. _____/10
11. Body copy is legible and appropriately sized. _____/ 5

EVALUATION (Org./District described how this item was evaluated for its effectiveness.) _____/ 5

TOTAL SCORE _____

Judges: Please provide positive comments as well as suggestions for improvements for this entry on the back of this sheet.