

EXPLANATION OF NEWSLETTER EVALUATION FORM

I. Format

- A. **Aesthetic** (1 point) Aesthetic refers to the appearance and appeal of your newsletter. It should have “pizzazz” but not too many pictures and/or graphics that could be distracting. Is it balanced, without too many font changes? When you squint and look at it, do you readily notice the most important news item or items?
- B. **Journalistic Style** (2 points) Your newsletter should be free of typographical or grammatical errors. Does the message flow easily with limited amounts of “padding” in the articles? Is it succinct and to the point without including unnecessary punctuation? Sentences should be interesting and informative without appearing wordy.
- C. **Masthead** (3 points) Your newsletter should include the following in your masthead: The Delta Kappa Gamma Society International and Indiana State Organization. It is imperative to state your chapter’s name as well as the date and issue number of the newsletter. It is important to use the correct issue number. For example, issue #1 starts the president’s first newsletter at the beginning of the biennium and continues until her term has ended.

II. Content

- A. **Mission Statement** (2 points) The DKG Mission Statement should be present for complete credit. It is optional whether you include the Purposes of the Society.
- B. **Reorientation** (1 point) Your newsletter provides an opportunity for you to educate members about Delta Kappa Gamma. This can be achieved by including a trivia question in each issue, highlighting one of the Founders, discussing the qualifications of membership, explaining how to apply for scholarships, mini-grants, travel grants, etc.
- C. **Announcement of Meetings** (3 points) Use the “Who, What, Where, When, and How” questions when writing about your upcoming meetings. The “How” could be telling about the cost of the meeting.
- D. **Dates and Deadlines** (2 points) This area should include dates and deadlines of chapter events. Some mention should be made of upcoming state, regional, or international events in each issue. In place of a deadline date, you may choose to state “See December issue of *The Hoosier Newsette* for registration information,” or simply mention a date when registration should be paid.
- E. **Chapter Projects** (1 point) Projects should be mentioned in every newsletter. You may describe something you did in a previous meeting or that you are planning to do in the future. Partial credit may be given if you just request suggestions for projects in your newsletter.
- F. **Highlights of previous meetings** (1 point) Your highlights should include enough information so that a member unable to attend an event could get a clear idea of what occurred at the meeting. This may also pertain to state, regional, and international events.
- G. **News of Members** (3 points) News of members could include awards, honors, achievements, job or address changes, retirement plans, health issues, births, deaths, birthdays, etc.
- H. **Editor’s Name, Address, Phone Number and Email** (1 point) This information about the editor should be included in each newsletter.