

UNITED STATES POWER SQUADRONS®
SAIL AND POWER BOATING
NATIONAL PUBLICATIONS COMMITTEE
SQUADRON NEWSLETTER EVALUATION FORM

Squadron _____ District _____

Publication name _____ Number of Issues Rec'd _____

Evaluator _____ Date _____

The evaluation of a newsletter is, by necessity, subjective. The proper use of this evaluation form should reduce some of the subjectivity, and should promote better uniformity and fairness. This form should be completed after reading three or four recent issues of a publication since not all items need appear in each issue. Reading several issues will also give you a better sense of the interest generated by the publication, and its appearance and ease of use. Do not award any points for the lavishness of a newsletter, multi-color printing, heavy or glossy paper, etc. Your evaluation should be confined to the contents of the newsletter and their presentation.

The stated purpose of a newsletter is to inform, motivate, and make the reader feel a part of the organization. As you complete your evaluation, keep this purpose in mind. Ask yourself how well this newsletter keeps a member informed about the business and activities of the squadron, how well it motivates readers to participate in the education, business and activities of the squadron, and whether it makes the reader proud and happy to be a part of the United States Power Squadrons.

Please circle the score you assign to each category, re-check your addition before submission, and take steps to assure the name of the squadron and the publication are accurately spelled on the Tally Sheet.

CONTENT/QUALITY

Messages by Commander and/or Bridge	4	3	2	1	0
Articles on member education - motivation, achievements, information	4	3	2	1	0
Articles on civic services - boating class, co-op charting, boat shows		3	2	1	0
Articles on other squadron activities - social, boating activities, events		3	2	1	0
Items to encourage membership increase or retention and member involvement		3	2	1	0
Safety articles			2	1	0
Coverage of district activities and meetings			2	1	0
Coverage of national activities and meetings			2	1	0
Boating articles of general interest			2	1	0

Content/Quality Total _____
 (Maximum 25 points)

STYLE/LAYOUT

Overall appearance, legibility and ease of use	4	3	2	1	0
Makes effective use of art and/or photos		3	2	1	0
Avoids typographical errors, misspellings, and poor grammar		3	2	1	0
Follows USPS style sheet and policy, including use of grades and ranks		3	2	1	0
Includes addresses and phone numbers for key people			2	1	0
Each issue is clearly dated				1	0

Style/Layout Total _____
 (Maximum 16 points)

INTEREST

Is this newsletter interesting to read?	5	4	3	2	1
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Interest Total _____

TOTAL POINTS _____
 (Maximum 46 points)