NACAA COMMUNICATIONS CONTEST SCORE CARD – 2023

Name

CATEGORY 7

State

**POSSIBLE YOUR**

**NEWSLETTER POINTS SCORE**

1. **CONTENT** **30**

Two issues of a newsletter written and/or edited by the member. Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective?

1. **READABILITY** **30**

Is the newsletter written clearly and directly in active style? Is style personal, informal and reader-oriented? Are grammar, punctuation, spelling and style correct and consistent? Are active voice, familiar words and brief paragraphs used? Do titles and headings identify topics and attract the reader?

1. **APPEARANCE** **25**

Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for “eye time” is critical today.

1. **ABSTRACT** **15**

Were instructions and format for submitting abstract followed?

TOTAL POINTS **100**

COMMENTS:

NACAA 2023