



# MEMORANDUM

To: Unit Presidents, Unit Newsletter Editors  
Date: October 7, 2006  
From: Ann Shaver, Newsletter Chairman  
RE: Council Newsletter Evaluation

Attached please find the criteria for the 2006-2007 newsletter evaluation as structured by the Saddleback Valley PTA Council.

Please submit two (2) copies of each issue of your newsletter that you publish, relative to the 2006-2007 school year, to the Council each meeting. We will select the best three issues of those you submit, which we will judge based on attached criteria.

You may send these to us via your unit president (presidents, please bring to next meeting and put in folder marked "Newsletter"), or you may send them electronically (PDF format only, please) to [newsletter@svpta.org](mailto:newsletter@svpta.org).

If you have any questions, please do not hesitate to contact me via phone (days - 770-2787) or via email.

Anything received in a PTA publication (print or electronic) can be reprinted, this includes from another unit, council, district/region, state or national PTA. You are encouraged to use any material in these publications as long as you reference the name of the publication (or the web page address, if from the web), the author (if stated) and the month/year of issue. Some of these include:

- "Council News" - published by the Saddleback Valley PTA Council -
- [www.svpta.org/newsletters/](http://www.svpta.org/newsletters/)
- "Orange Leaves" - published by Fourth District PTA and mailed to all unit presidents (also check their website for electronic version)
- [www.capta.org](http://www.capta.org) - see "Communications" - "PTA in California", "The Communicator", "PTA in the News", legislative alerts, etc.
- [www.pta.org](http://www.pta.org) - "Annual Resources", "Our Children" magazine, "National PTA Weekly", "Local Leader News", etc.

Thank you... and good luck!

Ann Shaver

_____	Outstanding	86-100
_____	Excellent	61-85
_____	Effective	20-60
_____	Participating	0-19

## Newsletter Evaluation Form

*(Please submit two (2) copies of each issue you publish; please send copy as distributed)*

Name of Unit: \_\_\_\_\_ Name of Newsletter: \_\_\_\_\_

Editor's Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

### I. CONTENTS - possible 50 points

1.	Unit meeting notice with program details (indicate if no meeting is scheduled)	_____	12 pts.
2.	PTA president's message and/or principal's message, featured committee reports, special PTA projects and events	_____	12 pts.
3.	Council, district, state, national, community PTA projects and/or news	_____	12 pts.
4.	Calendar of events (date, time, place of PTA projects, school activities, council and district projects/activities, school district projects, community projects/activities, all school holidays/days off)	_____	14 pts.
<b>SUBTOTAL</b>			_____

### II. MECHANICS - possible 30 points

1.	No errors: grammatical, spelling, typographical, punctuation	_____	10 pts.
2.	Eye appeal: heading design, artwork (avoid copyrighted material); general readability	_____	10 pts.
3.	Format: article layout, use of artwork, use of white space, etc	_____	10 pts.
<b>SUBTOTAL</b>			_____

### III. PTA POLICY - possible 5 points

1.	Noncommercial (does not endorse a business/commercial entity)	_____	3 pts.
2.	Nonsectarian (does not promote a religious denomination)	_____	1 pt.
3.	Nonpartisan (does not promote a political party)	_____	1 pt.
<b>SUBTOTAL</b>			_____

### IV. HEADING / MASTHEAD - possible 15 points

1.	Name of newsletter; name of PTA (no periods in PTA); school name and address with ZIP code; date (month and year); council and district; volume and/or number, name of editor, PTA president and principal	_____	10 pts.
2.	Proper use of PTA logo and tagline based on "How to Use the PTA Logo and Tagline"	_____	5 pts.
<b>SUBTOTAL</b>			_____

**REMEMBER** - *The most important reason we publish a newsletter is to communicate between home, school and the community! It is not necessary to receive awards but A JOB WELL DONE DESERVES RECOGNITION! Keep up the good work!*

***(Evaluator's comments on next page)***



EVALUATOR'S COMMENTS:

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