

NCRAL Newsletter & Nomination Judging Form

Definitive Criteria for Receipt of *NCRAL Newsletter Editor Award*

Names of newsletter & newsletter editor: _____

1. Are both the Astronomical League and NCRAL logos prominently displayed?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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2. Does the newsletter have an attractive masthead?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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3. Does the cover page of the newsletter appear visually enticing?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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4. Is there an effective use of “white space” and images throughout to break up the text in order to make the layout appear attractive?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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5. Is there an effective use of columns to ease reading?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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6. Is the newsletter of an appropriate length? (If it is too short, it might not be much of a challenge to produce; if it is too long, it might not be read in its entirety.)

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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7. If the newsletter is long enough for one, does the newsletter have a suitably placed table of contents (typically first page)?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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8. If the newsletter is electronic and contains URLs, are the links active?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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9. Is there a significant amount of member-contributed content?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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10. Is there a creative use of letter formatting (font, color, size, spacing, text effects, word art, smart art, separators, etc.)?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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11. Is the content of the newsletter noteworthy and pertinent to the club's membership?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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12. Does the newsletter contain primarily astronomy content that is a pleasure to read?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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13. Does the newsletter include astronomical resources such as star charts and monthly observing highlights?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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14. Does the newsletter contain information for visual, telescopic, and photographic enthusiasts?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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15. Does the newsletter contain a "calendar of information" about celestial events?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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16. Does the newsletter include information about club events including dates, times, and locations?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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17. Does the newsletter include officer and/or board member names and their contact information?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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18. Does the newsletter appear welcoming of new members?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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19. Is the newsletter free of spelling errors (demonstrating the use of spell check)?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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20. Is the newsletter free of grammatical errors (demonstrating editor's proofreading expertise)?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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21. Overall, is the newsletter visually appealing and appear to be enticing to the intended audience?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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22. Does the strength of the nomination letter indicate credit worthiness?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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23. Does the nomination include the required image of the newsletter editor?

Largely = 3	Somewhat = 2	Very little = 1	Not at all = 0	
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TOTAL POINTS: _____