SEP 0 3 1987

Communications

Extension Information • University of Missouri-Columbia • 1-98 Agriculture • Columbia, Missouri, 65211

NEWSLETTER SCORE SHEET

by Linda Benedict, Information Specialist

How does your newsletter rate? Take a few minutes to score your evaluation of your newsletter. A perfect score is 170. Anything below 100 means you need to make some drastic changes. Look to see where you're strong and weak. Build on your strengths and improve your weaknesses.

If your newsletter is great circle a 1 2 3 4 (5)

If your newsletter is bad circle a (1) 2 3 4 5

Purpose

- Goals clear _____ 1 2 3 4 5
- Content related to goals _____ 1 2 3 4 5
- Audience clearly defined _____ 1 2 3 4 5
- Gives reader sense of belonging _ 1 2 3 4 5

total ___

Mailing List

- Reaches defined audience _____ 1 2 3 4 5
- Systematic way to add and remove names _____ 1 2 3 4 5
- Readers queried on opinions ____ 1 2 3 4 5

total ___

Layout

- First page grabs attention _____ 1 2 3 4 5
- Origin easily identifiable _____ 1 2 3 4 5
- Simple, attractive nameplate ____ 1 2 3 4 5
- Complete information about publisher, date and audience _ 1 2 3 4 5
- Length appropriate for audience _ 1 2 3 4 5
- Appropriate paper color and size _____ 1 2 3 4 5
- Type size suitable to clientele ___ 1 2 3 4 5
- Sufficient margins _____ 1 2 3 4 5
- Reproduction clean, not muddy _ 1 2 3 4 5

total ___

Subject Matter

- Timely _____ 1 2 3 4 5
- Relevant and useful to audience _ 1 2 3 4 5
- Some items of interest to all readers _____ 1 2 3 4 5
- Length and prominence of each article reflects its importance _ 1 2 3 4 5
- Headlines informative, catchy ___ 1 2 3 4 5
- Information in each issue not readily available elsewhere ___ 1 2 3 4 5
- Topics specific enough to cover fully _____ 1 2 3 4 5
- Accurate, well-documented _____ 1 2 3 4 5

total ___

Writing Style

- Simple, direct language ___ 1 2 3 4 5
- Informal tone, personal approach _____ 1 2 3 4 5
- A variety of sentence lengths _____ 1 2 3 4 5
- A variety of paragraph lengths _____ 1 2 3 4 5
- Avoids excessive use of formal, legal or academic language _____ 1 2 3 4 5
- Uses active voice _____ 1 2 3 4 5
- Avoids cliches _____ 1 2 3 4 5
- Clear, active and complete headlines _____ 1 2 3 4 5
- Interesting opening sentences _____ 1 2 3 4 5
- Free of grammatical errors _ 1 2 3 4 5

Total ___

—dangling modifiers
—non-parallel sentences
—shift in verb tense
—subject-verb disagreement
—noun-pronoun disagreement
—misspelling

Total your scores

Purpose _____
Mailing List _____
Layout _____
Subject Matter _____
Writing Style _____

Total Score ☐

Archive version

▪ Issued in furtherance of Cooperative Extension Work Acts of May 8 and June 30, 1914 in cooperation with the United States Department of Agriculture. John W. Oren, Director, Cooperative Extension Service, University of Missouri and Lincoln University, Columbia, Missouri 65211. ▪ An equal opportunity institution

CM 460 6/87/3M

University Libraries
University of Missouri

Digitization Information Page

Local identifier	CM0460-1987

Source information

Format	Brochure
Content type	Text with images
Source ID	Gift Copy not added to the Collection
Notes	

Capture information

Date captured	11/5/2019
Scanner manufacturer	Fujitsu
Scanner model	fi-7460
Scanning system software	ScandAll Pro v. 2.1.5 Premium
Optical resolution	600 dpi
Color settings	24 bit color
File types	tiff
Notes	

Derivatives - Access copy

Compression	Tiff: LZW compression
Editing software	Adobe Photoshop CC
Resolution	600 dpi
Color	8 bit grayscale
File types	pdf created from tiff
Notes	Images cropped, straightened, darkened