

CRITERIA FOR EVALUATING PROPOSED PUBLICATIONS

External Publications

1. Does it reflect long-range organizational goals and priorities? How?
2. Will it help position the League as a leader on this issue? As an authority or a resource? Does it enhance the League's image in any other way?
3. Does it have PR value? Will it be timely and/or newsworthy when it is published?
4. Will it help attract/retain members?
5. Will it provide revenue for the League? Can it pay for itself? (Consider costs of "donated" time, production, materials.)

Internal Publications

1. Does it reflect long-range organizational goals and priorities? How?
2. Does it provide essential assistance? How?
3. Does it communicate important League information?
4. Will it stimulate and help retain members? How?