

## *Judge Comments*

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Newsletter: ***Broadside***  
Publisher: Boston Chapter  
Award: ☆ Merit Award

### Editorial Quality

#### ***Judge Number One***

Overall, the writing is polished and professional.

Nice balance of articles (Society information, chapter information, tech tools, etc.).

#### ***Judge Number Two***

The variety of articles is impressive, particularly the percentage of original material. The reprints from the archives are fun. Each issue provides a nice balance of information, history, and entertainment. The overall tone of each issue leans toward cheerleading but this is not necessarily a bad thing since there is a balance of non-subjective, informative items. The links to referenced material and email addresses is helpful.

The question & answer format of the Ask the Manager program report in the September/October issue works very well. It was a pleasant surprise to see a hardware and a software review in the November/December issue.

**Judge Number Three**

You have a rich bimonthly filled with time-sensitive information as well as evergreen articles. The president's messages are well written, plus the links are very handy. The articles are an appropriate length for online format. After reading the three issues submitted, I feel that I have a good sense of the vibrant pulse of the chapter.

## Design and Delivery

**Judge Number One**

The set-up of the cover page is good – I like the headlines that have a one-sentence summary on the cover page.

Excellent search engine for the newsletter.

Trivia question on cover page is a nice touch.

The use of original photographs is well done.

**Judge Number Two**

When used, the use of photos and art is very good. Article length is appropriate for online reading. I like the fact that every article is available in a printer-friendly version and that back issues are available in HTML and PDF.

**Judge Number Three**

Overall design yields a tight, high-quality, easy-to-navigate newsletter. You have effectively used graphic design in working in the STC logo in the Broadside masthead.

It's nice to see a newsletter that has advertising to offset expenses.

Judge Comments

## Statistical Evaluation

**Judge AB**

No comments