

## *Judge Comments*

---

Newsletter: *Indus*  
Publisher: India Chapter  
Award: ☆ Merit Award

### Editorial Quality

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

The “Editor’s Footnote” column was well written. Nice balance of tying in the purpose of the newsletter to the articles that support the purpose.

Overall, the articles were well-written and very informative. It is apparent that a lot of work has gone into the content of the newsletter.

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

Overall, this is an excellent newsletter with a very high percentage of original material. The articles are informative and well-written. In particular, the September issue on Usability is excellent. The style of your issues shows an excellent understanding of your audience and demonstrates the dual purposes of chapter newsletters to communicate news and provide meaningful services to members. The letters to the editor in the September 2002 issue reflect your audience appreciation for your work.

The November 2002 issue has a friendly tone with useful, practical information. The member profiles are a nice touch. The article on “The 3 C’s of Communication” is very good.

I enjoyed the review of the 4th Annual Conference; it presented a good summary of the conference and may help increase attendance next year. The Editor’s Footnote in the January 2003 is very good.

**Judge Number Three**

**Indus** is a very solid newsletter from the perspective of content. It’s a great idea to have a special focus, e.g., usability, and demonstrates a longer-term editorial planning.

It’s a high-quality communication vehicle – have you ever considered a reader survey?

## Design and Delivery

**Judge Number One**

The basic layout of the e-newsletter is nice. The presentation is clear and professional. The use of clip art in the upper left corner is a nice touch.

**Judge Number Two**

Art and rules aid the visual appeal. You have done an excellent job of producing information online; all articles are easy to locate by the links down the left side of the page. The “changing gifts” graphic is great; it shows nice creativity. The information is well presented; the sentence and paragraph lengths are perfect for online reading. All issues do a nice job of providing links to referenced information.

## Judge Comments

### **Judge Number Three**

Overall design is attractive. The graphics tie in with articles, but have you considered including photographs? The layout is very easy on the eyes, allowing quick skimming and readily finding chunks of information.

## Statistical Evaluation

### **Judge AB**

No comments