

Judge Comments

Newsletter: *Technically Speaking*
Publisher: North Carolina State
Student Chapter
Award: ☆ Merit Award

Editorial Quality

Judge Number One

Your local topics are great! Our Committed Alumni, Our Influential Alumni, Achievements of the Past Year... all great articles to establish with new members that your chapter is active and important.

Judge Number Two

Much information is a good resource for students, encouraging students to join, stating what member benefits are available to students. Good news source for STC info, whether STC info is communicated via an article like "Plans for an Exciting Year," (September 2002) or through "Upcoming Events" items listing STC region or annual conferences.

Good information about society – for example, the news about the members-only section of the STC Web site are well promoted.

Copy is well-edited – good grasp of grammar and style. Consistent style (specifically, rendering of certain words) used throughout the newsletter issues.

Good balance of society news and also of technical information. For example, there was a good description by Lars Nelson in September of how XML varies from HTML and what cascading style sheets are. Also thought the definition of “Round tripping” in November 2002 was informative.

The Summer Reading list from May 2002 issue is also a nice touch.

Good community feeling, with all the news of the monthly meetings, the introduction of the new faculty (from September 2002). An upfront, friendly tone is consistent throughout articles, especially in the “Welcome!” and “Student Update” blurbs in September and May and also in all of the “thank-yous” that were expressed to faculty and volunteers. This adds an earnest, gracious tone to the newsletter.

Judge Number Three

No comments

Design and Delivery

Judge Number One

I’m impressed that you can deliver a newsletter for \$25 each month!

Generally speaking, this is a very attractive newsletter. The layout is clean and consistent. Kudos for working your articles so that you don’t have to make them jump—that makes for a much easier read.

Judge Comments

Judge Number Two

In all three issues, logo and logotype are used properly and in a good location, but should come in cleaner and sharper. It was difficult to read the logotype. Good that the STC Mission is noticeably displayed on the cover, along with the newsletter's local mission. Such elements really add to the personality and identity of the newsletter.

The meeting notice is also in a smart place, in order to attract more student participation.

Judge Number Three

No comments

Statistical Evaluation

Judge AB

Good use of fundamental elements; only missing ones are Society contact information and newsletter mailing address

Good variety in recommended topics