

Judge Comments

Newsletter: *Lines and Letters*
Publisher: Northeast Ohio Chapter
Award: ☆ Merit Award

Editorial Quality

Judge Number One

General comments: This newsletter has punch. I was impressed by how much the newsletter improved from the first issue to the third issue. Well done.

Jul-Aug.

- Punchy style.

Sep. – Oct. & Nov. Dec.

- Vast improvement. You are going in the right direction.
- Content becoming more substantial.

Judge Number Two

A very good selection of articles, well written and meaningful to the chapter membership.

Judge Number Three

Excellent job of copyediting.

Design and Delivery

Judge Number One

Jul-Aug.

- Pull quotes on the side bar very effective.

Sep. – Oct. & Nov. Dec.

Vast improvement. You are going in the right direction.

- Browser button at top of articles is a brilliant navigational tool that I've not seen other newsletters use.
- Graphic usage much improved.

Judge Number Two

Issue #1

- Good, consistent page design
- Very good art work and photos
- Entire page changes (no fixed navigation bar) - black bar on left holds photos or comments as needed

Issue #2

- Very good art work and photos
- New design - more closely tied in to chapter web site bar. Now the left navigation pane is that of the chapter, with the newsletter navigation bar at the top of the page.
- Good, consistent page design

Issue #3

- Good, consistent page design

Judge Comments

- Very good art work and photos

Judge Number Three

The idea of introducing a Lines & Letters Light to entice the readers to the online version is interesting. It seems to defeat the purpose of going online entirely, but I understand the concept and enjoyed reading the article devoted to doing it this way too.

Noticed an improvement with each issue released. Good overall job.

Liked the “new look” as the design improved in subsequent issues.

Statistical Evaluation

Judge AB

The graphics and many of the design elements were very attractive.