

Judge Comments

Newsletter: *Sound Off!*
Publisher: Puget Sound Chapter
Award: ☆ Merit Award

Editorial Quality

Judge Number One

No comments

Judge Number Two

I really like the use of questions as opening sentences in the July 2002 issue. This is a wonderful way to catch readers' attention. The writing tone throughout is friendly and engaging.

Kudos for the letter to the editor in the August 2002 issue that admits an editing mistake. The opening sentences of all the articles in the issue are very strong.

The September 2002 article interviewing managers shows excellent originality. There is nice use of humor in the Region 7 article of this issue.

Judge Number Three

Content is timely. It's nice to see your chapter meeting prominently promoted on the front page.

Design and Delivery

Judge Number One

No comments

Judge Number Two

The use of yellow on the 1st page is a nice accent. I really like the smaller font size for the jump headlines. The page layout for August 2002 is improved from the previous month.

Congratulations for the money you saved by putting your newsletter online. It is a nice publication.

Judge Number Three

Congratulations on achieving a significant cost savings by going online. Your chapter is also to be commended for mailing copies of *Sound Off* to those whose e-mail bounces back. Your font selections for body text, callouts, and headlines complement each other. Justified columns work in your layout – good typesetting on your designer's part.

Statistical Evaluation

Judge AB - One

Sound Off! is a well-crafted newsletter, full of vital information for technical communicators.

Judge Comments

Judge AB - Two

Your newsletter scored extremely well in what is a tough statistical evaluation for many.