

Judge Comments

Newsletter: *Synopsis*
Publisher: Utah State University Student Chapter
Award: ☆ M Award

Editorial Quality

Judge Number One

I think your content strategy is great—incorporate news from the chapter, as well as news from the Society and profession. Your focus on how alumni from your program and your STC chapter is a positive reinforcement for current members.

Your regular columns, such as *Aggie Outreach* and *Techsavvy*, are engaging and I'm sure will bring readers back next month.

The September issue seems to be ideal as a recruiting tool as noted on your entry form. It provides a good introduction to STC, your chapter, and the school year. I have to say that I was impressed that you provided a description of a director-sponsor (page 6, "About this Column," October 2002). Having been a member so long, I took for granted that members might not know, and a student chapter newsletter is a unique opportunity for the STC to educate its student members about how the Society works. So a small but effective notion—kudos!

Judge Number Two

All these Synopsis issues are well-done! Content is well-developed and thoughtfully planned, and the newsletter has a good look, with professional-looking touches such as terminators, photos, and pull quotes.

Thoughtful, varied, well-planned content. There always seems to be a balance between academic, STC, and professional content. Some good examples:

- How STC fits into student needs: “The Value of Attending a Professional Conference” in September 2002.
- The Industry Watch column by Wheeler (September 2002)
- “Learn to Deal with Challenging People” – who couldn’t use advice like that, whether in school or on the job?

Good practical, useful info in the Tips and Tricks column, such as the “Hosting Your Own Web Pages” article in September 2002. The poor/better examples are good guides.

I also liked the call for volunteerism from the president’s column. Written from a very sophisticated point of view. (Topic introduced by George Bernard Shaw quote was a smart touch.) Keeps audience attention on STC basics like membership and the importance of volunteerism.

Enthusiastic tone, too: “STC Membership Rocks!” (September 2002)

Great to have coverage of a non-STC-related event (the CPS conference and the logo) in October 2002.

Judge Comments

Editor's Note/mission statement provide a clear, solid explanation of the chapter. Clear display of logo/logotype and also of TOC.

Nice job of incorporating both the president's column and the editor's letter – helps communicate a good feeling of community to the newsletter readers. Great consistency to have both in each issue.

Good resources provided, such as the job site links on page 3, October 2002.

Judge Number Three

No comments

Design and Delivery

Judge Number One

This is very sharp and professional looking newsletter. The issues are all very consistent in layout. I particularly like your "Inside this Issue" box where you provide a short teaser on the major articles and rightly relegate the lesser articles to the bottom.

Judge Number Two

The newsletter has a good look, with professional-looking touches such as terminators, photos, and pull quotes. Other sophisticated graphical elements well-used: shaded boxes for "Inside this issue," "Next event" announcements – clever ways to draw reader's eye. Also, use of bullets and bold heads good for capturing attention but also balancing out pages of text.

Judge Number Three

No comments

Statistical Evaluation

Judge AB

Good use of recommended topics; good variety