



NEWSLETTER
COMPETITION
**Judging and
Evaluation Form**
SIGs
(part 3 of 4)

SIG: _____

Newsletter
Name: _____

Judge: _____

**QUALITATIVE C
SIGs**

Rate each issue for editorial quality, according to the five criteria established for Category C (*please see competition rules*).

Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent

Category C:

Editorial Quality

Issue 1

Issue 2

Issue 3

- | | | | | | |
|-----------------------------|-----|-------|-----|-------|-----|
| 1. Usage..... | [] | | [] | | [] |
| 2. Style..... | [] | | [] | | [] |
| 3. Craftsmanship..... | [] | | [] | | [] |
| 4. Originality | [] | | [] | | [] |
| 5. Overall impression | [] | | [] | | [] |

Total raw score per issue:

Total

Multiply by 1.5

(max. score per issue = 30)

(max. total score for Category C = 90)

Judge's Comments

Good commentary is extremely important to the newsletter editors. Please divide your commentary into the two areas to the right, and provide both kinds of commentary.

☆ *Send commentary as an email note or as an attached file.*

Provide separate commentary in both categories:

Areas of Excellence

Praise achievements. Be sure to include significant positive feedback as to what the newsletters are doing right. Your positive comments make up the pages of the Annual Conference and traveling exhibits.

Areas for Improvement

Editors often appreciate suggestions on how they can improve their newsletters. Identify areas that lowered their score.



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**QUALITATIVE D
SIGs**

Rate each issue for design and delivery quality, according to the five criteria established for Category D (please see competition rules for specific requirements for paper and online newsletters).

Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent

Category D:

Design and Delivery

Issue 1

Issue 2

Issue 3

- | | | | | | |
|---|-----|-------|-----|-------|-----|
| 1. Professional presentation..... | [] | | [] | | [] |
| 2. Page design..... | [] | | [] | | [] |
| 3. Art quality and appropriateness..... | [] | | [] | | [] |
| 4. Typography | [] | | [] | | [] |
| 5. Delivery | [] | | [] | | [] |

Total raw score per issue: _____ **Total**

Multiply by 1.5

(max. score per issue = 30)

(max. total score for Category D = 90)

Judge's Comments

Good commentary is extremely important to the newsletter editors. Please divide your commentary into the two areas to the right, and provide both kinds of commentary.

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Provide separate commentary in both categories:

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Areas for Improvement

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