



SOCIETY FOR TECHNICAL COMMUNICATION

Newsletter Competition Statistical Judges

DATE: January 10, 2005
TO: STC Newsletter Competition Judges
FROM: Beth Bailey, Competition Manager
SUBJECT: Judging Instructions and Deadline

Thank you for serving as a judge for the 2004–2005 STC Newsletter Competition!

This year, we received 37 entries, a bit below last year. We had a great response from you, former Newsletter Competition award winners. We've been able to keep the workload for all judges relatively low again, and also maintain a good pool of judging experience. This year we have judges from all parts of the U.S., two from India, and one from Israel. Thank you all for making the STC Newsletter Competition possible and successful!

Web Site, E-mail Address, Phone Number, Mailing Address

- Scoring and commentary files, and copies of many of the enclosed documents, can be downloaded from <http://.stc-annex.com/Newsletters.htm>.
- The official scoring files are available in Excel and commentary files are available in Word. Text and PDF versions are also on the sites. I can send you file attachments if necessary.
- **Online-based entries:** A convenient list of entries and links to their Web sites can be found on www.stc-annex.com/Newsletters/Judges.htm.
- When you complete your scoring and comments, please submit your scores and comments by **e-mail**. Send them **to the STC office** at the address below with "Newsletter Competition" as the subject. If you have any questions, please contact me or the office.

Send Results to:
stc@stc.org

Questions

Office: stc@stc.org, 703-522-4114, x 207
Competition mgr: ebailey1@comcast.net (972) 308-1686
(w)

- Please include the chapter or SIG entrant name and your name on all evaluations.
- Please retain a copy of the scores for reference and backup.
- Do *not* return the newsletters you judge.
- Please upgrade your free Adobe Reader so you are using at least 6.0 (the newest is 7.0) version from the Adobe website <http://www.adobe.com/support/downloads/main.html>.

Arrival Deadline for Receipt of Scores and Commentary: March 15

This is the **arrival** deadline. Please plan your judging schedule so that you can send your results in time for them to arrive **by** March 15. If problems arise, please notify me as early as possible. **Scores** are more important to have finished by this date than comments.

Judging Teams

Your packet contains a sheet with your judging team information. The first person on the list of that team can be considered the team leader who is responsible for the team's communication of scores between the team members. Two statistical judges evaluate each newsletter. If your scores do not match up, discuss the reasons for the differences. If you cannot resolve the differences, just send in your scores and I'll take a look at them.

Some Comments about Your Feedback Comments

Comments are optional for statistical judges, but if you provide comments, please praise achievements, citing examples from the newsletter, and identify areas that lowered an entrant's score. Your positive comments make up the pages of the Annual Conference and traveling exhibits.

References for Statistical Judges

(Some documents may be only available from the Web.) Please take a moment to review the enclosed or referenced judging materials:

- **Rules for the STC Newsletter Competition (AD-39-04, without enclosures).**
- **Guidelines for the Use of the STC Logo and Logotype (AD-13-04).** This is a reference document from the STC office that provides rules for the proper use of the STC logo.
- **Judging teams and contact information.** (See Judging Teams paragraph above).
- **Calendar.** This identifies the timeline for judging the newsletters.
- **Suggestion form.** To make the STC Newsletter Competition the best it can be, to make the evaluation of the newsletters as complete and accurate as possible, and to make the judging experience as enjoyable as possible, we appreciate your feedback. This sheet is a handy reminder and place to jot suggestions down as they come to mind. Comments on all aspects of the competition, including the Web site, are welcome. Suggestions can be sent by email or U.S. mail.

In a separate folder:

- **Sample judging forms for statistical judges.** Judging forms for Category A. Fundamental Elements and Category B. Recommended Topics are provided for each newsletter you will evaluate (may be on the Web).
- **File folders containing newsletter entries.** Each of the enclosed file folders contains three consecutive newsletter issues (or entry forms with URLs for the online and PDF as paper entries) submitted. In some cases, folders contain *Supplemental Checklists* (an entrant's self-evaluation of statistical items). Although these optional checklists can be helpful to the statistical judges, you may find that you don't always agree with the entrant assessments. To score statistical items in Categories A and B, place a checkmark next to each element or topic that is present in an issue.
- **Note:** The Society mission statement can be either the new mission statement or the previous one.

Final Note

Thanks so very much for your dedication to the STC Newsletter Competition!