NEWSLETTER COMPETITION

Judging and Evaluation Form

Chapter or SIG: _____

Newsletter Name: _____

Judge: _____

Chapters, Student Chapters, and SIGs
(part 1 of 4)

STATISTICAL A

A check mark indicates the presence of an essential element in Category A (*please see competition rules for specific requirements for paper and online newsletters*).

Category A: Fundamental Elements	**Issue 1**	**Issue 2**	**Issue 3**	
1. Publication frequency				
2. Society contact information				
3. Newsletter title and chapter name				
4. STC symbol (logo)				
5. Society logotype				
6. Publication date				
7. Editor's name and contact information				
8. Newsletter mailing address				
9. Publication policies				
10. Reprint policies				
11. Society mission statement				
12. Copyright statement				
13. Senior officers' names and contact information				
Total number of elements				
Number of elements missing				
Multiply number of elements missing by 4				**Total**
Subtract from 20 to get issue score				

(no negative score for an issue; max. score per issue = 20; max. total score for Category A = 60)

Judge's Comments

Comments are optional for statistical judges. 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.

Chapter or SIG: _____

Newsletter Name: _____

Judge: _____

NEWSLETTER COMPETITION

Judging and Evaluation Form

Chapters, Student Chapters, and SIGS

(part 2 of 4)

STATISTICAL B

A check mark indicates the presence of a recommended topic in Category B (*please see competition rules for specific requirements for paper and online newsletters*).

Category B:

Recommended Topics

	Issue 1	Issue 2	Issue 3
1. Meeting notice			
2. Meeting report			
3. Message to the members *(Chapters: president or board member; SIGs: manager or board member)*			
4. Activity *(chapter activity; Society SIG activity)*			
5. Membership news			
6. Feature article			
7. Employment news or opportunities			
8. Editor's column or letter from the editor			
9. Letter *to* the editor			
10. Review of book, software, etc.			
11. Networking information			
12. Educational news or opportunities			
13. Director-sponsor report			
14. One other Society report			
Total number of topics included			
Paper newsletters: count up to 10 topics ***Online newsletters: count up to 12 topics***			
Paper newsletters: multiply by 2 ***Online newsletters: multiply by 1.667***			**Total**
Subtract from 20 to get issue score (max. score per issue = 20; max. total score for Category B = 60)			

Judge's Comments

Comments are optional for statistical judges. 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

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