



NEWSLETTER  
COMPETITION  
**Judging and  
Evaluation Form**  
*Chapters and Student Chapters*  
(part 1 of 4)

Chapter: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**STATISTICAL A**  
**Chp/SChp**

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:**

<b>Fundamental Elements</b>	<b>Issue 1</b>	<b>Issue 2</b>	<b>Issue 3</b>	
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 info.....	[ ]	[ ]	[ ]	
Total number of elements	_____	_____	_____	
<i>Number of elements missing</i>	_____	_____	_____	
<i>Multiply number of elements missing by 4</i>	_____	_____	_____	<b>Total</b>
<i>Subtract from 20 to get issue score</i> (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.



NEWSLETTER  
COMPETITION  
**Judging and  
Evaluation Form**

**Chapters and Student Chapters**  
(part 2 of 4)

Chapter: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**STATISTICAL B  
Chp/SChp**

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**

	<b>Issue 1</b>	<b>Issue 2</b>	<b>Issue 3</b>
1. Chapter meeting notice	[ ]	[ ]	[ ]
2. Chapter meeting report	[ ]	[ ]	[ ]
3. Chapter president's or board member's message	[ ]	[ ]	[ ]
4. Chapter activity	[ ]	[ ]	[ ]
5. Chapter membership news	[ ]	[ ]	[ ]
6. Feature article	[ ]	[ ]	[ ]
7. Employment news or opportunities	[ ]	[ ]	[ ]
8. Editor's column or letter from the editor	[ ]	[ ]	[ ]
9. Letter <i>to</i> the editor	[ ]	[ ]	[ ]
10. Review of books, 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*

(max. score per issue = 20; max. total score for Category B = 60)

**Total**

**Judge's Comments**

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NEWSLETTER  
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*Chapters and Student Chapters*  
(part 3 of 4)

Chapter: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**QUALITATIVE C**  
**Chp/SChp**

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:**

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NEWSLETTER  
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**Judging and  
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*Chapters and Student Chapters*  
(part 4 of 4)

Chapter: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**QUALITATIVE D**  
**Chp/SChp**

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**

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**Provide separate commentary in both categories:**

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NEWSLETTER  
COMPETITION  
**Judging and  
Evaluation Form**

**SIGs**  
(part 1 of 4)

SIG: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**STATISTICAL A  
SIGs**

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 SIG 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 info..... | [ ] | .....[ ] | .....[ ] |

Total number of elements \_\_\_\_\_

*Number of elements missing* \_\_\_\_\_

*Multiply number of elements missing by 4* \_\_\_\_\_

*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)

**Total**

**Judge's Comments**

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***Areas for Improvement***

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NEWSLETTER  
COMPETITION  
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Evaluation Form**

**SIGs**  
(part 2 of 4)

SIG: \_\_\_\_\_

Newsletter  
Name: \_\_\_\_\_

Judge: \_\_\_\_\_

**STATISTICAL B  
SIGs**

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:**

<b>Recommended Topics</b>	<b>Issue 1</b>	<b>Issue 2</b>	<b>Issue 3</b>
1. Society SIG meeting notice.....	[ ]	[ ]	[ ]
2. Society SIG meeting report.....	[ ]	[ ]	[ ]
3. SIG manager's or board member's message.....	[ ]	[ ]	[ ]
4. SIG activity .....	[ ]	[ ]	[ ]
5. SIG membership news .....	[ ]	[ ]	[ ]
6. Feature article.....	[ ]	[ ]	[ ]
7. Employment news or opportunities .....	[ ]	[ ]	[ ]
8. Editor's column or letter from the editor .....	[ ]	[ ]	[ ]
9. Letter <i>to</i> the editor.....	[ ]	[ ]	[ ]
10. Review of books, software, etc.....	[ ]	[ ]	[ ]
11. Networking information.....	[ ]	[ ]	[ ]
12. Educational news or opportunities.....	[ ]	[ ]	[ ]

Total number of topics included \_\_\_\_\_

*Paper newsletters: count up to 8 topics*

*Online newsletters: count up to 10 topics* \_\_\_\_\_

**Total**

*Paper newsletters: multiply by 2.5*

*Online newsletters: multiply by 2* \_\_\_\_\_

(max. score per issue = 20; max. total score for Category B = 60)

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**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:	_____	_____	_____	<b>Total</b>
<b>Multiply by 1.5</b>	_____	_____	_____	_____
(max. score per issue = 30)				
(max. total score for Category C = 90)				

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**SIGs**  
(part 4 of 4)

SIG: \_\_\_\_\_  
Newsletter  
Name: \_\_\_\_\_  
Judge: \_\_\_\_\_

**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)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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