



RULES FOR THE STC NEWSLETTER COMPETITION

Copies available from:

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Introduction

This document describes the rules for participating in the STC Newsletter Competition. These rules apply to all eligible chapters, student chapters, and Society-level Special Interest Groups (SIGs) interested in entering the competition. These rules are also used to evaluate noncompetitive entries.

Purpose

The STC Newsletter Competition rewards excellence in chapter, student chapter, and SIG newsletters that communicate news about and develop interest in the Society for Technical Communication (STC) at the chapter, student chapter, SIG, and Society levels among current and potential STC members.

Competition Year: February 1 to January 31

The STC Newsletter Competition year is defined as February 1 of the previous Society year to January 31 of the current Society year. For example, the competition year for the 2004–2005 Newsletter Competition begins February 1, 2004 and ends January 31, 2005. Issues published between February 1, 2004 and January 31, 2005 are eligible for entry in the 2004–2005 STC Newsletter Competition. (Note the October 15, 2004, and January 10, 2005 are postmark deadlines.)

Eligibility

Any officially recognized chapter, student chapter, or Society-level SIG of STC is eligible to enter the competition. A newsletter will be a competitive entry only if it meets or exceeds the publication frequency standards required for the Newsletter Competition:

Category	Frequency (minimum required)
Chapter	6 times per year
Student chapter	4 times per year
SIG	3 times per year

Note: These publication frequencies do not apply to noncompetitive entries.

Other Eligibility Requirements

- Entrants must follow all submission rules and meet entry deadlines.
- All newsletters must have been published during the competition year.
- Three consecutive issues are required (see the Submission of Entries section for the number of copies to submit).
- Only one newsletter medium—online or paper—is eligible per chapter, student chapter, or SIG. For online entries, you may submit only one format (such as PDF or HTML).

Eligible *online* entries include:

- PDF newsletters as e-mail attachments, CDs, or diskettes
- HTML or PDF newsletters accessible from a chapter, student chapter, or SIG Web site that includes an archive of back issues. **Note:** An archive of back issues is required for HTML and PDF newsletters that are entered as URLs and evaluated from chapter or SIG Web sites.

Eligible *paper* entries include:

- Newsletters distributed as paper
- PDF newsletters as e-mail attachments, CDs, or diskettes*
- PDF newsletters accessible from a chapter, student chapter, or SIG Web site that includes an archive of back issues.*

***Note:** See the Submission section to see how the PDF as paper entries will be printed.

Deadlines

Here are the deadlines for submitting entries to the Newsletter Competition:

- **October 15** (postmark date). Deadline to submit your entry form, initial issues, and Supplementary Checklists (see Submission of Entries for the details).
- **January 10** (postmark date). Deadline to submit any remaining issues and documents (see Submission of Entries for the details).

Noncompetitive Entries

If your newsletter does not meet all the eligibility criteria, you can still get valuable feedback from the judges. You can declare your entry as noncompetitive anytime between the initial entry and the final deadline.

After a newsletter has been entered by the first deadline, if the remaining issues are not submitted by the second deadline, the newsletter will automatically be changed to a noncompetitive entry.

No Entry Fee

There is no entry fee for the STC Newsletter Competition.

Judging Criteria

This section explains the judging criteria used in the Newsletter Competition. Newsletters are evaluated using criteria described in four categories:

- Category A. Fundamental Elements
- Category B. Recommended Topics
- Category C. Editorial Quality
- Category D. Design and Delivery

Categories A and B are statistical categories. That is, scores are determined by the presence or absence of these elements. Categories C and D are qualitative categories. The scores in these areas are judged on a scale of 1 to 5.

Category A. Fundamental Elements

A fundamental element constitutes a basic, essential part of a quality newsletter that excels in communicating news about and developing interest in STC among current and potential STC members.

Category A consists of thirteen fundamental elements. All elements are required to earn the maximum points in this category.

However, if you do not have all the fundamental elements in a newsletter issue, this does **not** disqualify the issue or the entry. If you do not have a fundamental element, your issue just loses some points.

The following items are fundamental elements of an STC newsletter. The judging process ranks newsletters that include all these elements higher than others.

1. **Publication Frequency:** Include a statement of how often the newsletter is published.
2. **Society Contact Information:** At a minimum, online newsletters must include the Society's Web site address (URL) and provide a link to the Society's Web site. Paper newsletters must include the Society's mailing address, phone number, and e-mail address (or URL).

The following elements must appear on the first page and must be situated for clear association:

3. **Newsletter Title and Chapter or SIG Name.**
4. **STC Symbol:** Please see *Guidelines for Use of the STC Logo and Logotype*, AD-13-2003.

5. **Society Logotype:** Use the official logotype (designated typeface) to spell out *Society for Technical Communication* (see the *Guidelines* above). The designated typeface is Futura Book. However, if you do not own this typeface, Arial, Century Gothic, and Verdana fonts are acceptable replacements for Futura Book.
6. **Publication Date:** Include the publication date (at least month or quarter and year). *Note: You do not need to include the volume number and issue number. However, these are recommended, especially for newsletters that publish irregularly and risk disqualification. If issues appear to be nonsequential, your entry may be disqualified as a competitive entry.*

The following elements must appear, as a single masthead or as a masthead with a separate list of officers, in the body of the newsletter:

7. **Editor's Name and Contact Information:** Include the editor's name, title (for example, *Managing Editor*), and contact information (phone number or e-mail address). Online newsletters must include a linked e-mail address.
8. **Newsletter Mailing Address:** The newsletter physical mailing address may appear in the return address area of a paper newsletter with no points lost. For an online newsletter, the e-mail address for submissions is sufficient, though a physical address is still recommended.
9. **Publication Policies:** Include brief, complete publication policies (for example, publication frequency, deadlines, and submissions information).
10. **Reprint Policies:** Include complete reprint policies. See item 12 below.
11. **Society's Mission Statement:** Include the mission statement, "Creating and supporting a forum for communities of practice in the profession of technical communication," in an appropriate and consistent location (such as with the masthead) in every issue.
12. **Copyright Statement:** The STC office suggests that each issue of your newsletter run the following statement: *This newsletter invites writers to submit articles that they wish to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.*
Note: *The statement above is a suggested statement. If you use a copyright statement other than the one above you will still meet the copyright requirement.*
13. **Senior Officers' Names and Contact Information:** The names, titles, and contact information (phone numbers and/or e-mail

addresses) of at least two senior officers (for example, president and vice president) for chapter and student chapter newsletters, or the SIG manager and one other SIG leader for SIG newsletters.

**Category B.
Recommended Topics**

These topics are recommended because they help editors achieve the primary purposes of an STC newsletter. You must specify the page number for each included item on the Supplemental Checklist.

Criteria	Examples
1. Meeting notice	Chapters: Chapter meeting* SIGs: Society SIG meeting*
2. Meeting report	Chapters: Chapter meeting report* SIGs: Society SIG meeting report*
3. Leader message	Chapters: Chapter president or another board member* SIGs: SIG manager or another SIG leader*
4. At least one report or announcement of other activities	Chapters: Committee meetings, public relations efforts, involvement with local educational community SIGs: Meetings, public relations efforts
5. Membership news	New members, membership totals, biographical sketches, job changes
6. Feature article	Chapters: Pertaining to technical communication* (e.g., how to perform tasks, new hardware or software overviews) SIGs: Pertaining to a SIG topic*
7. Employment news, trends, or opportunities	Help wanted and services offered
8. Editor's column or letter <i>from</i> the editor	
9. Letter <i>to</i> the editor or similar forum demonstrating communication between members	E-mail notes make this much easier than before. Look for examples among your communications.
10. Reviews of books, software, or equipment	Chapters: Pertinent to technical communication* SIGs: Pertinent to SIG interests*
11. Networking information	News and activities, such as meetings offered by nearby STC chapters, and other organizations with similar interests, such as IABC, PRSA, AMWA, or WICI Chapters: Also – local SIGs SIGs: Also – Society-level SIGs
12. Educational news, trends, or opportunities	Courses, workshops, or conferences pertaining to Chapters: technical communication* SIGs: SIG interests* offered by professional organizations, businesses, colleges, or universities
13. A report or announcement of Society-level activities	Chapters: For example, <i>any</i> director-sponsor's report or Society-level official's report
14. A second report or announcement of Society-level activities	

See next page for notes.

Category B Notes:

- A newsletter item cannot count as more than one recommended topic.
- All recommended topics need not be presented in article form (e.g., meeting notices might best appear as display ads).
- It's rarely possible to include all topics in all issues. Thus, perfect scores in *Category B* permit the omission of two to four topics per entry type, as shown below:

Newsletter Category and Media	Minimum No. of Topics per Issue for a Perfect Score
Chapters and student chapters, paper	10 of 14
Chapters and student chapters, online	12 of 14
SIGs, paper	8 of 12
SIGs, online	10 of 12

Category C. Editorial Quality

Note: Enclosures (such as meeting flyers or other inserts) that are submitted with paper newsletters will be evaluated for editorial quality.

Judges will evaluate editorial quality using five criteria:

1. Usage

- Copy reflects accepted rules of grammar (for example, agreement, parallelism, and punctuation), correct spelling, and proper syntax (for example, avoids awkward constructions, misplaced or faulty modifiers, long noun strings).
- Acronyms are spelled out on first reference.
- Text is edited for correct, consistent capitalization and number style.
- Words are hyphenated properly; excessive hyphenation is avoided.

2. Style

- Writing style demonstrates careful consideration of audience and the purposes of an STC newsletter:
 - *To communicate chapter or SIG and Society news*
 - *To provide meaningful services to members*
- Typically, active voice is preferred; passive voice is used if appropriate.
- Sentence structure is varied and not overly complex.
- Words are well chosen and used properly.

3. Craftsmanship

- Articles are written and edited with skill in use of journalistic or narrative techniques (as appropriate) such as the hook, pyramid structure, point of view, or question-and-answer format.

- Text is complete, well organized, cohesive, and coherent.

4. Originality

- Original articles are encouraged. However, reprinting an exceptional article from another STC newsletter is encouraged when appropriate. News releases issued by STC are acceptable.
- The newsletter uses a creative approach to topics.

5. Overall Impression

- Articles selected for publication are appropriate to the audiences and purposes of an STC newsletter.
- Text is accurate, complete, and well organized.
- Copy is free of typographical and grammatical errors.
- The organization, selection of material, and style of presentation create a balanced, cohesive, and cogent impression. In general, when an editor creates a theme issue through the careful selection, organization, and presentation of related material, a better overall impression results.

Category D. Design and Delivery

Note: Enclosures (such as meeting flyers or other inserts) that are submitted with paper newsletters will be evaluated for design and delivery quality.

Judges will evaluate the quality of design and delivery using five criteria:

1. Professional Presentation

- The layout is neat, attractive, and inviting to the reader.
- Margins, rules, headers, footers, and borders of illustrations or display ads are correctly positioned, straight, and uniform.
- Use of color:

Online newsletters use color consistently and effectively to attract the reader's attention and to improve information design.

Paper newsletters are not evaluated for additional ink colors because the cost of color printing is beyond the budgets of most STC chapters, student chapters, and SIGs.

2. Page Design

- Composition is well balanced—either formal (symmetrical) or informal (asymmetrical).
- Column widths are appropriate, such that line length is neither so long that the text is hard to read, nor so short that sentences are chopped up or words are hyphenated excessively.
- To aid readability, the alignment of body text is ragged right (left justified) to prevent “rivers” of white space (the excessive spacing between words that results when text is fully justified).

- Design aids readability; e.g., white space and rules (also color elements in online newsletters) are used effectively to delineate, group, and sequence text and design elements.
- Graphic cues and devices (e.g., drop caps, end-of-story marks, bulleted lists, subheadings; also color elements in online newsletters) are used to differentiate information and to aid skimming and information access.

3. *Art Quality and Appropriateness*

- Images are meaningful and appropriate to the topic, purpose, and audience.
- Original photographs and line art (e.g., figures and tables) are scored higher than clip art; when clip art is used, it is tasteful and appropriate.

Note: Art that is part of an advertisement is not considered in the scoring.

- Captions and cutlines are visually related to illustrations they accompany, and those illustrations to the associated text.

4. *Typography*

- Styles are employed to ensure the consistency of typographic elements.

Note: To prevent improper font substitution, fonts should be embedded in PDF newsletters. To facilitate control over the reader's browser and to maintain the developer's styles, cascading style sheets should be used in HTML newsletters.

- Typefaces are appropriate and readable.
- Size and leading of body type and display type (for example, headlines and subheadings) are correct, consistent, and proportional to the page size.

Note: Point sizes used for body text, subheads, and headlines cue the reader to the organization of the text and make the information easier to read and access. Depending on the typeface and page size, type that is 9–12 points is generally used for body text, with smaller point sizes more appropriate with narrower columns. Type that is 14–18 points or larger is generally used for display type.

- Bold and italic font styles are used sparingly for emphasis.

5. *Delivery (Navigational Aids and Production Quality)*

- Navigational Aids

Paper newsletters

- Include a table of contents and page numbers to aid navigation.
- Limit jumps (i.e., continuing an article on multiple pages).

Online newsletters

- Include a table of contents with links to aid navigation.
- Limit scrolling and “drilling down” (excessive linking required to access a particular topic or subtopic).

- Limit the size of design elements (e.g., photos, animated art) so that speed of delivery (e.g., loading a page or downloading a file) is not adversely affected.
- Production Quality

Text and graphics in online and paper newsletters are of high quality and reproduce clearly. For example, characters are clear and sharp; halftones are crisp and of correct density.

Paper newsletters

- Double-sided, facing pages are scored higher than single-sided, corner-stapled newsletters.
- Paper is selected in an appropriate weight, texture, and color (e.g., white, pale yellow, light tan, very light gray); ink is dark and readable (black is preferable, or dark blue).
- All pages are free of unnecessary creases, smudges, and tears.
- Design elements are appropriate to the method of production; for example, large areas of black shading are avoided in a newsletter that is photocopied.

Submission of Entries

General Submission Rules: Please review and follow all general submission rules, as well as specific requirements for online or paper entries.

- Entries can be made by the newsletter editor, the chapter president or SIG manager, or the student chapter faculty advisor.
- Send all **physical entry materials and newsletters** by **First-Class mail** or some type of **special delivery**.

Mail Entries To:

Society for Technical Communication
Attn: Newsletter Competition
901 N. Stuart St., Suite 904
Arlington, VA 22203-1822



- Send all **electronic entry materials (and applicable entry issues)** by **e-mail** as described below.

E-mail Entries To:

stc@stc.org

Subject Line: Newsletter Competition Entry

- **Reminder (deadlines)**

First deadline: **October 15** (postmark)

Entry form, supplemental checklists, and at least the first issue^{1,2}

Second deadline: **January 10** (postmark)

Supplemental checklists and remaining issues²

- **Note:** Entrants who fail to submit the required number of issues by the specified deadlines will be disqualified from the awards system. They will automatically become noncompetitive entries and evaluated as such.

¹ Entrants are encouraged to submit the remaining issues any time between the October 15 and January 10 deadlines.

² *If applicable; see the appropriate tables that follow.*

Items and Information to Include

Paper and Printed PDF	Comments
<input type="checkbox"/> Entry Form (<i>enclosure 1</i>)	<ul style="list-style-type: none"> ▪ One copy of your entry form needs to be completed once: for the October 15 deadline (postmark). ▪ Your entry form must contain accurate and complete information.
<input type="checkbox"/> Supplemental Checklist: (<i>enclosure 2</i>)	<ul style="list-style-type: none"> ▪ One copy for each issue submitted at this time. ▪ See the <i>About the Supplemental Checklists</i> notes that follow the tables.
<input type="checkbox"/> Newsletters: 8 copies for each issue submitted at this time (two copies may be photocopies)	<ul style="list-style-type: none"> ▪ Please package the copies of an issue together. ▪ Clearly label, correctly identify, and adequately protect the copies from damage, moisture, and tearing in shipment. <p><i>Note: The judges have only the copies you send; if they are damaged or folded unnecessarily, your score may be affected.</i></p>

Web-based Entries	Comments
<input type="checkbox"/> Entry Form (<i>enclosure 1</i>)	<ul style="list-style-type: none"> ▪ The entry form only needs to be completed once: for the October 15 deadline (postmark). ▪ Include the Web site URL (for HTML or PDF newsletters accessible from a chapter, student chapter, or SIG Web site; see also the Eligibility section) ▪ Indicate which three consecutive issues (within the current competition year) you want evaluated. ▪ Links on the Web site to the issues should be in place by the time of the January deadline. ▪ For PDF as paper entries, see the “Electronic Entries: Not available on the Web” table for printing notes. ▪ See Disposition of Entries for notes about HTML newsletters and the STC exhibits.
<input type="checkbox"/> Supplemental Checklist: (<i>enclosure 2</i>)	<ul style="list-style-type: none"> ▪ One copy for each issue submitted at this time. ▪ Include the Web site URL (for HTML or PDF newsletters accessible from a chapter, student chapter, or SIG Web site; see the Eligibility section). ▪ See <i>About the Supplemental Checklists</i> notes that follow the tables.

Electronic Entries, <i>Not Available on the Web</i>	Comments: PDF as Paper and Online Entries
<input type="checkbox"/> Entry Form (<i>enclosure 1</i>)	<ul style="list-style-type: none"> ▪ The entry form only needs to be completed once: for the October 15 deadline (postmark).
<input type="checkbox"/> Supplemental Checklist: (<i>enclosure 2</i>)	<ul style="list-style-type: none"> ▪ One copy for each issue submitted at this time. ▪ See <i>About the Supplemental Checklists</i> notes that follow the tables.
<input type="checkbox"/> Newsletter files	<ul style="list-style-type: none"> ▪ PDF newsletters as e-mail attachments, CDs, or diskettes. ▪ To capture the reader’s experience when they print PDF newsletters to paper, the STC office will produce similar paper copies for evaluation by the judges. ▪ The typical printing of online newsletters is the 8.5" x 11" page size (U.S. standard) on standard white business paper, single sided, at 600 dpi, and stapled in the upper-left corner. Newsletters designed for <i>non-U.S. standard</i> page size must submit preprinted copies—single-sided, plain white paper, stapled in the upper-left corner.

About the Supplemental Checklist:

The *Supplemental Checklist* (see enclosure 2) is designed to assist editors in planning the content of their newsletters. The checklist also assists in the statistical evaluation of Categories A and B (*Fundamental Elements* and *Recommended Topics*), two of four major categories that determine your final score. It also speeds the competition processing.

Please note that the self-evaluation you provide on your *Supplemental Checklists* may differ from the competition judges’ evaluation of Categories A and B.

Tip: Completing the *Supplemental Checklist* may increase your score if it is necessary to review statistical scores for you newsletter.

Please complete a *Supplemental Checklist* for **each issue** of your newsletter. ***Please do not staple the Supplemental Checklist to your newsletter.***

Scoring System

The competition manager assigns one judging team to each newsletter. Each judging team typically includes four judges: one judge who evaluates quantitative elements in Categories A and B, and three judges who evaluate qualitative elements in Categories C and D.

Category A. Fundamental Elements

Maximum score possible—20 points per issue

Begin with 20 points and deduct 4 points for each missing element. For example, if an issue is missing one element, the score is 16; if two elements are missing, the score is 12; if five or more elements are missing, the score is 0.

Category B. Recommended Topics

Maximum score possible—20 points per issue

Chapter and Student Chapter Newsletters

- **Paper newsletters:** Count the number of recommended topics present in an issue (up to 10 topics), and multiply this number by 2.
- **Online newsletters:** Count the number of recommended topics present in an issue (up to 12 topics), and multiply this number by 1.667.

SIG Newsletters

- **Paper newsletters:** Count the number of recommended topics present in an issue (up to 8 topics), and multiply this number by 2.5.
- **Online newsletters:** Count the number of recommended topics present in an issue (up to 10 topics), and multiply this number by 2.

Category C. Editorial Quality

Maximum score possible—30 points per issue

Use a scale of 1 to 4 (where 1 = Poor, 2 = Fair, 3 = Good, and 4 = Excellent) to rate each issue according to the five criteria established for Category C. Total the raw score (maximum raw score per issue is 20 points), and multiply by 1.5.

Category D. Design and Delivery

Maximum score possible—30 points per issue

- Use a scale of 1 to 4 (where 1 = Poor, 2 = Fair, 3 = Good, and 4 = Excellent) to rate each issue according to the five criteria established for Category D.
- Total the raw score (maximum raw score per issue is 20 points) and multiply by 1.5.

Final Score

The competition manager computes an entrant's final score as follows:

1. Using the judging forms for Categories A, B, C, and D, add the three issue scores to arrive at a total score for each category.
2. Determine the average total score for each category, based on the number of participating judges.
3. Add the average scores earned in Categories A, B, C, and D to arrive at a final score in points (maximum final score for three issues is 300 points).
4. Divide the final score in points by 300 points to determine the final score, expressed as a percentage of points earned.
5. Determine if the final percentage earned is an award-winning score.

Awards and Classifications

Online and paper newsletters will be judged within three award classifications:

- *Chapter Newsletters*
- *SIG Newsletters*
- Student Chapter Newsletters

Awards

The competition rewards exceptional efforts by chapter, student chapter, and SIG newsletter editors. Awards for paper and online newsletters include:

- *Distinguished Technical Communication*
for newsletters scoring 94.5 percent or more of the total available points
- *Excellence*
for newsletters scoring 84.5 to 94.4 percent of the total available points
- *Merit*
for newsletters scoring 70 to 84.4 percent of the total available points

- *Most Improved*
See award criteria below.

Most Improved Award

Most Improved newsletter awards are possible in each classification:

- *Chapter Newsletters* (several may be awarded)
- *Student Chapter Newsletters* (one may be awarded)
- *SIG Newsletters* (one may be awarded)

To qualify for the *Most Improved* award, a newsletter must:

- Meet the minimum entry requirements in the current and preceding year's competitions.
- Earn a final score in this year's competition that is greater than or equal to the lowest *Merit* award score earned in the previous year's competition.
- Improve your final score this year over last year, such that the difference in your two Newsletter Competition scores is greater than those differences computed for all other entrants in your classification.

Chapter Size Classifications. Entries within the *Chapter Newsletters* classification will be further classified by the size of the sponsoring chapter, as indicated by STC office records at the beginning of July of the competition year. These classifications will be used only to determine the most improved award winners. Therefore, more than one Most Improved Award can be awarded to chapters. Classifications with a low number of entries may be combined.

- | | |
|---------------------|-------------------------|
| • Fewer than 41 | • 151 to 300 members |
| • 41 to 75 members | • 301 to 600 members |
| • 76 to 150 members | • more than 600 members |

Best of Show Award

One *Best of Show* award will be presented to a winner chosen from the highest scoring *Distinguished Technical Communication* award winners.

After Completion of Judging

Publication of Results

Barring complications, award-winning entrants will be notified by the Society office no later than April 10. By the same date, all Society officers and director-sponsors will be notified of the results.

Copies of the applicable judges' evaluations and a list of the winners will be sent to each participating newsletter editor by the Newsletter Competition manager.

Disposition of Entries

All newsletters submitted for judging become the property of STC and will not be returned. Winning entries will be displayed at the next STC annual conference and later travel to STC chapters for exhibition.

In order for winning HTML newsletters to be included in the traveling exhibits, they must be submitted both as paper copies and on CD. The submitted CD must include all linked files so that the newsletter may be read on computers that do not have Internet access.

Administration and Organization

The STC Newsletter Competition Committee consists of committee members and a competition manager; the manager is appointed by the STC President or the First Vice President with the approval of the STC Board of Directors. The Newsletter Competition manager supervises the competition with oversight by the First Vice President. The competition manager is responsible for the following:

- Selecting judges and committee members, subject to the approval of the First Vice President.
- Determining the competition rules. Changes to and interpretations of the rules may be made in consultation with the competition committee.
- Conducting the day-to-day operations, including financial planning and reporting.
- Creating and revising most documents.

The STC office. The STC office has responsibility for distributing entry materials, processing entries, distributing judging materials, notifying the winners, distributing the finished competition results to the entrants, and managing the plaque process.

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STC Newsletter Competition Entry Form

Entry Deadline: October 15, 2004

Reminder: You must submit an accurate and fully completed entry form by **October 15, 2004**, together with at least your **first** newsletter submission, to qualify for the STC Newsletter Competition. Please see *Rules for the STC Newsletter Competition (AD-39-2004)* for details.

Please type or print the information as you want it to appear on any award you may receive:

Name of Chapter, Student Chapter, or SIG: _____

Name of Newsletter: _____

Editor's Name and Title: _____

Newsletter Staff:

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Editor's Phone Numbers:

Day: _____

Evening: _____

Editor's

E-mail

Address: _____

Frequency of Newsletter Publication: _____

Alternate's Name:

(Another newsletter staff member, the chapter president, student chapter president or advisor, or SIG manager)

Entry Type Paper
 Is this a PDF newsletter entered as a paper entry?

Online Noncompetitive Entry

Alternate's Phone Numbers:

Day: _____

Evening: _____

Web-Based Newsletters

URL: _____

Issues: _____

list three consecutive issues to be evaluated

Alternate's

E-mail

Address: _____

Newsletter Shipping Address ⇨

(where to send comments, results sheets, awards if won, and so on)

Dashed box containing four horizontal lines for the shipping address.



NEWSLETTER
COMPETITION
**Supplemental
Checklist**

Chapter: _____

Newsletter _____

Name: _____

Issue Date: _____

URL: _____

Chapters and Student Chapters

The *Supplemental Checklist* is a highly recommended, but optional, form that helps with the statistical evaluation of newsletters entered in the STC Newsletter Competition.

Fill out a checklist for each issue of your newsletter.

Please do not staple the Supplemental Checklist to your newsletter.

Place a checkmark next to the *Essential Elements* and *Recommended Topics* that are included in each issue of your newsletter. Note: A newsletter item cannot count as more than one *Recommended Topic*.

Please see competition rules for specific requirements for paper and online newsletters.

Category A. Fundamental Elements (see page 39-4)

1. Publication frequency

2. Society contact information

Cover (page 1)

3. Newsletter title and chapter name

4. STC symbol (logo)

5. Society logotype

6. Publication date

Masthead and Officers

7. Editor's name and contact information

8. Newsletter mailing address

9. Publication policies

10. Reprint policies

11. STC mission statement

12. Copyright statement

13. Senior officers' names and contact information

Category B. Recommended Topics (see page 39-7)

1. Chapter meeting notice _____

2. Chapter meeting report _____

3. Chapter president's message or board member's message _____

4. Chapter activity _____

5. Chapter membership news _____

6. Feature article _____

7. Employment news or opportunities _____

8. Editor's column _____

9. Letter to 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 _____



NEWSLETTER
COMPETITION
**Supplemental
Checklist**

SIG: _____

Newsletter

Name: _____

Issue Date: _____

URL: _____

SIGs

The *Supplemental Checklist* is a highly recommended, but optional, form that helps with the statistical evaluation of newsletters entered in the STC Newsletter Competition.

Fill out a checklist for each issue of your newsletter.

Please do not staple the Supplemental Checklist to your newsletter.

Place a checkmark next to the *Essential Elements* and *Recommended Topics* that are included in each issue of your newsletter. Note: A newsletter item cannot count as more than one *Recommended Topic*.

Please see competition rules for specific requirements for paper and online newsletters.

Category A. Fundamental Elements (see page 39-4)

1. Publication frequency

2. Society contact information

Cover (page 1)

3. Newsletter title and chapter name

4. STC symbol (logo)

5. Society logotype

6. Publication date

Masthead and Officers

7. Editor's name and contact information

8. Newsletter mailing address

9. Publication policies

10. Reprint policies

11. STC mission statement

12. Copyright statement

13. Senior officers' names and contact information

Category B. Recommended Topics (see page 39-7)

1. Society SIG meeting notice _____

2. Society SIG meeting report _____

3. SIG manager's message or board member's message _____

4. SIG activity _____

5. SIG membership news _____

6. Feature article _____

7. Employment news or opportunities _____

8. Editor's column _____

9. Letter to the editor _____

10. Review of book, software, etc. _____

11. Networking information _____

12. Educational news or opportunities _____



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:

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 info.....	[]	[]	[]	
Total number of elements	_____	_____	_____	
<i>Number of elements missing</i>	_____	_____	_____	
<i>Multiply number of elements missing by 4</i>	_____	_____	_____	Total
<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

	Issue 1	Issue 2	Issue 3
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

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 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:

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 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

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.



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

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**

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:

Recommended Topics	Issue 1	Issue 2	Issue 3
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

Paper newsletters: multiply by 2.5

Online newsletters: multiply by 2

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

Total

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**
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.



NEWSLETTER
COMPETITION
**Judging and
Evaluation Form**
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
<i>Multiply by 1.5</i> (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.

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

<p>Provide separate commentary in both categories:</p> <p><i>Areas of Excellence</i> 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.</p> <p><i>Areas for Improvement</i> Editors often appreciate suggestions on how they can improve their newsletters. Identify areas that lowered their score.</p>
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