



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 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

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

Total

Judge's Comments

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Areas for Improvement

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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:

Areas of Excellence

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Areas for Improvement

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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.

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Provide separate commentary in both categories:

Areas of Excellence

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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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Provide separate commentary in both categories:

Areas of Excellence

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NEWSLETTER
COMPETITION
**Judging and
Evaluation Form**

SIGs
(part 2 of 4)

Enclosure 5-1

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 book, 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) _____

Judge’s Comments

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**Judging and
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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:

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.

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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
<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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