

Judge Comments

This is the first draft of the composite comments provided by the judges for the 2001–2002 STC Newsletter Competition. It is meant as a guide to see what other judges have commented on and how. The comments are organized only with regards to the categories of commentary. The first entry in each category is as random as the last. So, jump around to view what has been said.

Commentary “forms” for the 2002–2003 Newsletter Competition is divided into Areas of Excellence and Areas for Improvement. As you’ll see in this document, no distinction between the two was made.

Editorial Quality

Judge Number One

The newsletter provides a good mix of local and outside articles that should appeal to the chapter audience. The articles were well presented, timely, and informative without being overly technical in nature. I think the editor has done a nice job of striking a good content balance mixing local and international information in a way that keeps the reader turning the pages of each issue.

The Calendar of Events is a nice addition that allows the member/reader to plan ahead for coming activities. There is a nice feeling of consistency from issue to issue. I think a few more pieces of graphics or line art would increase the impact of some articles.

Judge Number Two

Overall, nicely done! However, some of the director-sponsor columns were aimed at chapter leaders, not necessarily appropriate for all members, and could have been left out. The November issue seemed a bit less cohesive than the others, with some paragraphs quite far from the bulk of the article (continued on ... pages).

Judge Number One

Have you considered moving to a totally online newsletter? Since I did not get printed copies, can I

assume that you are doing total online delivery? If you go to a newsletter that is designed for the Web, you might find you’ll get more flexibility and freedom from layout restrictions. My chapter alternates between print and online, and it has been working well.

Sounds like your chapter offers some great programs!

Ian does a nice job with his column.

Judge Number Two

Excellent variety in articles. Very informative and readable. I like the conversational tone. Nice newsletter masthead.

I like the web-based format in its ease of reading the content, and it maintains the appearance of a traditional newsletter (as opposed to a web page). An issue for some users could be browser compatibility and Acrobat version.

Usage: Found “signing our members up for events” rather than signing up our members for events.” Nothing else, which is excellent.

Style: Demonstrated good understanding of purpose and audience.

Craftsmanship: Very professional.

Originality: A good range of types of articles and information.

Overall Impression: Good newsletter.

Judge Number Three

Content, professionalism, and writing were all excellent. The articles were well written, informative, and adequately covered the issues related to the Alberta chapter. My only complaint was the October 2001 issue, which only covered chapter related events and news, neglecting any news related to tools, techniques, etc. that might be useful to the technical writer in general. This oversight, however, was corrected in the December 2001/January 2002 issue, which I felt contained the best mixed balance of chapter related news, workshop and training information, and general information and writing techniques articles.

More consistent use of pull-quotes I think would help to make the articles more eye-catching and help to hook the reader.

Judge Number One

Language is simple and flowing.

The Calendar of Events is presented well.

Excellent copyediting.

In July/August 2001 issue, usage of “.com” is not standard and looks awkward.

Not many articles discuss subjects in depth. Most articles are previews or reports about forthcoming meeting sessions or about already-held meetings.

Judge Number Two

Usage: You need to write out acronyms on their first appearance (e.g., APEX).

Judge Number Three

Articles are well written (concise and crisp); informative and educational could go into more detail but I understand that there is a space limitation.

Suggest better use of empty space with fillers (e.g. poems, quotations, chapter announcements, cartoon, and calendar reminders).

Color combination (red and black) is effective and enhances page design.

Table of contents should have page numbers. July/August issue has good example to announce chapter meetings.

Congratulations on rebirth of *CommLink!* The newsletter has great potential for serving Atlanta Chapter members.

Suggest advertisements to encourage chapter members to submit articles for publication.

Judge Number One

(Issue 59/1) If you mention another article in the issue, consider linking to that article.

The issue has some problems with hyphens and em dashes being properly generated.

The online survey awkwardly breaks the newsletter paradigm. Consider launching the survey in another window.

(Issue 59/2) The issue missed the opportunity to link from the article about volunteering to the Volunteer Web page. Catch the impulse of your reader.

Judge Number Two

September/October and November/December 2001 issues: excellent range of articles; well written, easy to read, useful.

July/August 2001 issue: no substantial content; visually not very appealing.

The font used for bulleted lists is different from the one used for body text—it's distracting.

The color used for headlines is not easy on the eye.

September/October 2001 issue: the volunteering article – punctuation for bulleted list is not standard.

Newsletter feedback form design is not consistent with the rest of the newsletter.

In some places the em dash is presented as two hyphens, whereas it is presented correctly in other places.

Judge Number One

Gee, so many previous awards made me feel such pressure! :^D

The article on how the Board works (October/November) was very informative.

Loved the 1986 newsletter review. I did something similar with my department newsletter, and it was a hoot!

Good mix of chapter news and technical info.

I liked the Q&A format of the competition article (August/September).

Excellent way to recognize new members. It's nice to go beyond just listing names.

Judge Number Two

Articles were well organized, well thought out, and well written. Content was well balanced between chapter news/activities, society announcements, and general information/techniques for technical communicators. I especially enjoyed the feature "Future Technical Communicators Say the Darndest Things..."

I thought the last issue (December 2001/January 2002) lost some of the balance presented by the first two issues reviewed, but this may just be a personal bias and not something to be overly concerned about. I think a good balance between chapter/society news and issues and general information, tools, techniques for the technical communicator presents the most effective combination of newsstand information for our chapter members, not only satisfying their need for news, tips,

Judge Comments

and instruction, but keeps them hungry for more, ensuring that they read our publications consistently.

Over all, however, great job!

Judge Number One

Great job! Each issue featured an interesting mix of chapter-related and general news for chapter members and technical communicators in general. Articles were well written and presented information in a cohesive, well-thought-out manner, making them both interesting and easy to read.

I think perhaps including more how to..., technique and tool oriented articles in future issues would help to make the already great editorial content even better.

Judge Number One

Found punctuation problems in first issue.

Should have added email addresses to articles in first issue - you did this in subsequent issues.

Judge Number Two

Consistently well written and edited. Creative and interesting topics.

Judge Number One

For headshot photos, be sure to include the person's name under the photo. It's also a good idea to have them facing towards the text, not off the page.

The table of contents on the front page (printed versions) is really helpful.

Include the Managing Editor's name and/or e-mail address in the About Devil Mountain Views section.

The PDFs did not print very well on my printer; some type was unreadable. Could just be my printer, though.

The text seemed a bit small in the printed version.

State names should be abbreviated using Associated Press style (Tenn., Colo., etc.), not ZIP code style (TN, CO, etc.). The AP Stylebook is a great tool for newsletter editors, and covers these issues.

Judge Number Two

Professional Presentation: Layout a bit dense, but still inviting. I would like to see color on every page. Issues 2 and 3: Not wild about the choice of colors.

Page Design: Issue 1: Suggest enlarging the chapter name on the masthead, more proportionate in relation to the graphic. Issue 2: You have gone to a different format entirely with this issue. It would be easy to spark it up with a graphic on each page (though an issue for some users would be speed in displaying pages).

Art Quality and Appropriateness: I like seeing photographs very much. Issue 2 surprised me with its different format and perception of "less there." Future

issues: How about repeating the masthead in smaller format at the top of each of the sections?

Typography: Typeface too small in general for online reading, may be a bit small even for those who print it and read it. Issue 1: Black print on stark white background could be softened, especially considering the length (12 pages) Density high on each page. Issue 2: Print still too small, prefer Arial (or some other sans serif typeface) as it is easier to read online (the only way I read it). Need to do a check on the spacing between the letters in the headings for each section (for example, "Member Spotlight" seems condensed).

Delivery: Issue 1: Navigational aid links where articles continue ("Continued on page ...") are not there. Page 1, Inside, "9" and "Telecom Factoids" not linked. Issue 2: Easier to navigate, quicker in this web page format. Suggest programming the left panel to change color once you've read that section.

Judge Number One

I really like how you identify the geographic scope of the chapter and where your names came from. A lot of chapters that don't have geographically obvious names don't always do that.

How nice to give meeting info for your sister chapters nearby ("From the top of our mountain...").

Looks like you're going to a solely online newsletter? Good idea...besides the cost savings, it gives you more flexibility.

Good navigation in online versions.

Judge Number Two

Excellent variety in articles. Very informative and readable. I like the conversational tone of the authors' style very much. Nice newsletter masthead. Nice use of color photographs. Members really know who prepares this newsletter. A good thing for chapter cohesiveness.

I like the web-based format in its ease of reading the content over the columned, traditional newsletter format. However—and this is a personal preference that others may not share—it doesn't feel like I'm reading an STC chapter newsletter, but simply spending time on the Web (in other words, there is something lost, somehow).

Usage: I found a scant few "errors": (Issue 1: Brumis not entirely bolded.)

Style: Demonstrated good understanding of purpose and audience.

Craftsmanship: Very professional.

Originality: A good range of types of articles and information.

Overall Impression: Excellent newsletter. Your chapter obviously had a change of direction with the

newsletter between the Sept/Oct 01 issue and the Nov/Dec 01 issue.

Judge Number One

Generally, this is a very well written newsletter. My only cavil concerns the overall content; nearly the entire newsletter for each month concerns chapter business and news. While that is of course appropriate, I would like to see more substantive articles about the profession. In other words, I encourage you to consider more variety in your articles. This is difficult to do if more varied articles are not being produced, of course, but you might want to continue to explore and reprint articles being produced by other chapters or the national organization (as with the John Hedtke article in the December issue).

Judge Number Two

Very well edited and proofed articles. Writing style holds readers' interests.

Enjoyed the "Striving for Immortality" article in the December issue. A nice way to encourage others to become involved with professional development.

Book reviews and technical tips were relevant.

Good publicity for upcoming chapter events (competitions and Region 5 conference) as well as Society activities through Director-Sponsor reports. Maybe include more articles on how chapter-level events went?

Judge Number One

Style and Usage

Easy to read article

Good use of humor

September 2001 issue:

Usage of "Lone Star Chapter STC" is not consistent; also used "Lone Star Chapter, STC."

Incident at Irving Inn—the use of ellipses is improper.

Judge Number Two

Acronyms are not spelled out.

Unnecessary abbreviation (Ex.).

There are no bio sketches for your staff or contributors' work.

When you mention a Web site or another page, link to it. Also, put mailto on the email addresses.

The th symbol is difficult to read on the screen. (For example, 10th)

(Issue 2) Abstracts sometimes coded like a H1.

Judge Number One

Usage and style are generally quite good. I do find usage errors that a proofreader might want to check (Examples: December issue, page 3 paragraph 3,

sentence 1 has an extra period; September issue, page 5, Lederer article paragraph 2 has incorrect punctuation, semi-colons should be outside the quotes). However, these problems are minor.

Overall writing craftsmanship is solid without being highly polished. Originality suffers from a lack of article variety, admittedly difficult to achieve. (Be careful of running Internet chestnuts that everyone has seen multiple times, as in the September issue, page 11. Better to run quality articles from other chapter newsletters or national STC publications.)

Judge Number One

Beautiful work. Lively, useful, thoroughly professional. An excellent model for chapter members.

Opportunities for improvement: Keep an eye on those jumps. In issue 4, especially, there are far too many—constant distraction. Never put a colon between a verb or preposition and its object. Make sure your art is more than decoration. Server response time was excessively slow for this entry.

Personal rant, score not affected: I don't believe PDF files should be considered "online" entries. They are online only in the sense that they're available electronically. PDFs are a nightmare for the user. This document was not designed for electronic display; it was designed for print. As the user, I get the disadvantages of both media and the advantages of neither. I understand that offering the newsletter electronically can mean a huge savings for the chapter in production costs. But then why not produce it as a truly online document—HTML perhaps.

Judge Number Two

Articles in general are well crafted and informative without abusing technicalities.

Check the use of capitals in headings. Try using an impact effect (bold or italics) or a different font to set off key points in an article. Run-in heads might be another option.

The seminar piece in the October issue was a little confusing.

It's great that you have contributors, but balance is nice (it also keeps contributors contributing). Try keeping an article library. You can use some articles from local contributors, save others for another issue, and use reprints from other newsletters to fill in white space.

Judge Number Three

Amanda and Andrew are excellent writers!

The articles were extremely interesting. I wish my chapter's newsletters were half as interesting

Judge Number One

Beautiful, legible type combination. Impeccable editing on first issue; some editorial flaws on second and third issues (capitalization, punctuation, usage). Excellent production values overall.

Valuable, informative content. Professional; good model for chapter members; represents Society well.

Graphics are not as sophisticated as overall page design. Poor-quality clip art and low-res photos contradict the otherwise first-class image.

Some pieces seem "padded." For example, in the September issue, the employment article on page 6 received more space than the content merited; it could have been condensed, opening space for additional content.

In some cases, content could be placed more strategically. For example, in the November issue, the back page (which has the second highest readership of any slot in the newsletter) was used for an article about a Canadian issues SIG—probably not of much direct use to Tennessee members. This area should be as captivating (or nearly) as the front page.

Page 2 is taken up entirely with masthead, officer list, and ad. This information probably could be presented more efficiently, freeing more space for editorial content.

Judge Number Two

Articles are straightforward. You need some variation in approach and technique to have them be more interesting. ON the whole, a solid effort, and the newsletter gets the information across to the audience.

Judge Number One

Articles are generally good but could be improved by using subheads to help structure the text flow.

Be careful using titles of books and periodicals. Even if the article is a reprint, check to make certain everything is correct and up to your standards.

Be careful using logos that may require copyright notification. The appearance is great, just be sure to cross your t's and dot your i's, just in case.

A personal quirk: I think the Treasurer's Report would look nicer without leading zeroes.

Judge Number Two

Overall, this newsletter provides tremendous service to the members of its chapter. It's informative, interesting, useful. An excellent vehicle through which members can stay connect to one another and keep learning.

This newsletter comes across as dense and squint-inducing. Many of the articles are overwritten. Remember that the more articles you offer, the lower is

the readership for any of them. It would be better to condense or abstract some of the longer pieces.

I'm totally puzzled about the reprint of a long article about the annual conference. The society publications cover the conference thoroughly, so why use your valuable space in this way? Let your newsletter be specific to your audience.

There are lots of trivial editorial snafus, such as overuse and improper use of commas, placing colons between verbs and their objects, using ordinals with dates. But by far the most troublesome issue is navigation; constant jumps, missing continuation lines to guide the reader, format confusion. When a reader gets to the bottom of the wide column on page 1, where does he or she go next? Not clear. Cutlines are mostly missing. As I said, these things are trivial; it is only their accumulation that is a problem. Yet the overall impression of this newsletter is professional and well done. It represents the chapter well.

Judge Number Three

Use continuations even if just going to the next page.

October issue - Editor's note was unnecessary and should have been left out. Everyone, after giving a presentation, has misgivings about how it went. Folks don't usually choose to air them in a newsletter.

November issue - Articles were particularly wordy and meandering. They should have been edited for content, style, and length (especially the article soliciting articles for the newsletter). One article in particular seemed to have no relevance to STC or the practice of technical communication.

The masthead is too lone, and so is the newsletter mission statement.

Judge Number One

I stumbled on a few spelling or proofreading errors.

Otherwise, the variety and appropriateness of the articles in general is very good; a good mix of substantive professional articles and chapter and society news. The Chauncey Wilson article dominated the September/October issue. Maybe it would have been possible to cut this down.

Judge Number Two

There are multiple inconsistencies. Apostrophes and some other characters are often shown as code (for example: &rsqoj). There appears to be inconsistent bolding in some articles. Spacing issues with dashes, sentence punctuation, etc. Inconsistent use of the em dash (- - instead of —). Inconsistent use of tense.

Capitals used at times for emphasis instead of bold or Italics. Inconsistent use of en dashes and em dashes.

Judge Number One

Excellent newsletter articles with variety, skill, and wit evident throughout. Articles are well written accurately proofread, and up to the standards set in the Category C judging standards. Good variety, too; a good mix of substantive professional information and local and national Society information.

Judge Number Two

Informative newsletter; lots of educational and program articles.

Can you obtain more technology-oriented articles, including technical subjects such as software reviews?

Book reviews are good, were relevant and discussed popular titles.

Self-written new member profiles and photos of the editor and president are good personal touches.

All issues had a very approachable, enthusiastic feel to them.

Well edited and proofed, save for the dropped quotes in the December issue.

Judge Number One

Writing style is generally direct, with a good balance of professional and personal tone.

Need to work on writing a good "hook" at the beginning of an article and getting the most important points in the first paragraph or two.

Need more attention to editing details. I found sentence fragments, run-on sentences, non-standard spellings, awkward constructions, and inconsistent style for time, date, phone numbers, and spelling.

In the meeting review in the November issue, I was glad to see some salient points from the speaker's presentation. The meeting review in the December issue would have been more useful to those who could not attend if it had done the same.

Judge Number Two

Lots of nice elements; I like the quote of the month. It is also good to have both the chapter events and other events. However, the distinction between the two isn't very clear; do I look under "dates" or "events" for the next chapter meeting?

The first of the three issues had the best variety of articles. The later two issues had several articles that really needed a better editing pass. For example, the indexing piece in the second issue needs a better introduction, and the phone interview piece switches narrators several times without explaining who the "I" is.

In the third issue, the main article about localization was good, but was mistitled "document management."

The bio info for article authors includes some inconsistencies; some included membership affiliate and/or level, others did not.

Judge Number One

This is an outstanding publication. It is visually very appealing; the clip art makes it fun. The regular features, member profile, technology review, and book review add value.

Judge Number Two

"Steps to Success" is a nice touch; an eye-catching, brief roundup of professional and educational events. "Job Info" and "STC Around the World" are nice too.

Good chapter and Society topics on issues such as where dues go and why members should renew their membership.

Useful technical content on Web site usability and solid career information (job hunting tips). Overall, solid contributions on various topics.

Can you incorporate more chapter meeting-related reports or articles?

Member spotlights are a welcoming, inviting touch.

Text is well edited, but try to vary sentence structures and tone in some articles. A few had long, similarly-constructed sentences.

Judge Number One

The September 2001 issue has some small glitches, but overall a readable format. The reference guide on page 6 of that issue is well designed and would be a good enticement to pass along information, possibly leading to membership. Articles are well written in each of the three issues, but that page was worth a special mention. There appears to be a nice variety of contributors, each with different perspectives from both business and STC backgrounds. Again, this speaks to the nonmember recruiting this newsletter can do. Overall, well written and executed in a friendly, polished style.

Judge Number One

The September issue was unavailable. URL was not found. The issue was not evaluated. The November issue was available in both .PDF and HTML versions. The .PDF version was evaluated to be consistent with the October issue.

There were instances where hyphenation appeared to be inconsistent or improper. All caps were often used for emphasis instead of bolding or Italics. Sentence

Judge Comments

construction was sometimes awkward. Tense was not always in agreement. There was duplicated text within articles.

I would suggest using a copy editor who edits all articles to a locally designed style guide prepared in agreement with an appropriate, recognized style guide such as *The Chicago Manual of Style* and local desires.

Judge Number One

Solid, reader friendly copy delivered in a crisp format. Page-one articles are well developed and have a good balance of technical information and member benefits. In the September issue, the tribute to a senior member who recently passed away was handled with grace. In the November issue, noting members' requests for adding photos, a good solution was putting photos online in the newsletter page. The quality and quick readability of your newsletter could be compromised. What makes this newsletter unique is the information nugget-like sizes and quality of writing; don't change it! One small question: what is "spectrum?" It's mentioned many times but is never defined. Would a new member know what this is?

Judge Number One

Creative, interesting topics.
Consistently well-written and edited.
Some in-text heads are in color and some are black and white, which is confusing.
Stray single straight quotes (as apostrophes).
Inconsistent use of italics (and none for URLs).
Inconsistent use of bold for emphasis.
Use of en dashes and em dashes as hyphens.
Inconsistent capitalization of nouns (e.g., "chapter," "chapter").
Inconsistent use of symbol "US" for money values.

Judge Number Three

Authors' name is almost unrecognizable. Suggest the authors' name have same font size and color as text. Articles are informative and educational, sometimes entertaining (lively). I enjoyed the article about the volunteer picnic—an example for other chapters to emulate. The newsletter is evidence that the Rocky Mountain Chapter is very active.

Advertisements for chapter events are attractively illustrated and well written.

Articles about the job market are helpful and informative.

Cartoons (Technicasualties) are amusing.

Judge Number One

A straightforward contender with an engaging tone that belies its starchy format. The inclusion of brief new

member bios is an appealing addition to traditional lists—very welcoming, plus it should be helpful at meetings to break the ice. Each contributed piece has a warm tone that promotes membership and its benefits with a genuineness. The articles speak to members' needs and feature a good balance of chapter vs. regional vs. national level interests. My only concern is the continuation of the "Current Employment Issues" article. While the previous issue notes the "bluntly honest" response, a first-time reader would be ill prepared for the barb-like responses. Overall, well written and friendly.

Judge Number Two

Issue 1: Many of the articles were written in first person, non-journalistic style. They used too many exclamation points and were very informal. Perhaps this happened because it was a first newsletter of the year and all the new people were introducing themselves, but you might consider using more editorial license to tighten submitted articles up and make them conform to a journalistic style a bit more. It will make the entire newsletter flow more uniformly and appear more professional. I also like the new member introductions.

Issue 2: The writing style is still very informal.

Issue 3: Writing styles improved in this issue! Excellent article by Jeff Simon.

Judge Number One

The best publication of the 4 I judged. Great links to keep readers moving along.

Professional development article in the October issue used tables and color photos well.

Text is edited and proofed well and style is very inviting; lots of humor. No dry technology-heavy language.

Great depth. Many features plus employment information, reviews, and managers' columns. What a great chapter of contributors!

Good balance between member, chapter, and Society events.

The sketches of members were enjoyable, unique, and well written.

Good balance of technical and tools information and career information.

Judge Number Two

Excellent writing and editing style—despite the large number of contributors, each article follows the journalistic style well and avoids being too casual or informal. They are consistent, which creates the feel of

a cohesive newsletter. You've done an excellent job with this newsletter.

Judge Number One

Nice content overall, columns are consistent (editor, president, D-S, etc.). I particularly like the Surfer's Advisory column and would like to see more of that.

Some inconsistencies, for example referring to Cathy N. Mills in the heading and Cathy Neel Mills in text.

Judge Number Two

Original articles were generally well crafted, informative, and easy to read. Some were very well done.

Be careful to ensure that reprints meet your standards. The September D-S report seems to have lost control of the font in part of the article.

Be consistent with your treatment of headings with articles. Sizing helps the reader to visually evaluate structure and flow.

It is obvious that you are going through some growing pains as you iron out the transition to electronic format. But it is also obvious that you are resolving your problems and you are on your way to a top-notch newsletter.

Judge Number Three

Meeting preview page was too dense and wordy in the sidebar. Use a list format (for example, Date, Time, Place, etc.).

Articles were wordy and some were not well written. Information gets lost in all those words.

Judge Number One

Extremely good technical content.

Good headlines.

Language is good, but needs tighter copyediting.

In the mm/yy issue:

Pg 1- the sentence structure calls for a listing of agencies (rather than persons) in the bulleted list following "well known agencies:"

Pg 4, line 7 – "Book, Numbering" – meaning not apparent

Line 24 – missing quotes

Pg 5 – the table doesn't seem to merge with the article

Pg 5 – the highlighted sentence is awkwardly constructed

In the mm/yy issue:

Pg 6 – headline presentation is very creative

Pg 2 – Chapter Officers box, line 2 – why the em dash?

Pg 3 – inconsistent use of quotes to quote speakers

Pg 3 – in the bulleted list, inconsistent use of question mark

In the mm/yy issue:

Pg 6 – first bullet list: missing bullet?

Pg 8 – bullet list at the end – 3rd bullet point doesn't conform to parallelism

Judge Number Two

Document Definition page could use some attention. It doesn't appear to receive the same editorial attention as the rest of the issue.

Try to assert a consistent method of handling bulleted list items.

Spell out abbreviations on their first use.

MM/yy issue has great related topics and mini-TOCs.

Issues could benefit from more editorial control (misspellings, awkward phrasing).

Your article content is comparatively better than other newsletters I've seen.

Judge Number One

Writing style is a nice blend of personal and professional. Although many articles are short, they cover the necessary ground in a cohesive manner. In meeting reviews, try relating more substantive points from the presentation, rather than lots of accolades from those who attended.

Only a few slips in copy-editing.

I see an attempt to present a balance of STC news as well as articles with more substance, such as the articles on mentoring and Idea Culture. However, issue 2 was rather thin on substance and issue 3 looked a bit empty. How about reprinting worthy pieces from other STC newsletters? Another idea to fill gaps is pithy quotes from speakers, STC leaders, or other commentators on communication.

Your entire second page is given to "administrative" information that doesn't change much. How about reducing the amount of space given to this info, and spreading some of it around into the smaller spaces that are hard to fill otherwise?

Judge Number Two

Lovely effort. Useful, informative, upbeat. Design creates casual but strong positive impression. Represents the Society well. Great resource for chapter members.

Opportunities for improvement:

- Use space more effectively to convey even more content and news that members can use. Put together a file of "fillers" tidbits and announcements you can drop into the holes in your pages.
- Do you really need to use up a whole page with masthead, officer list, etc.? A little rethinking of the format of this page could free space for more content. In fact, if you could get the same amount of material into a four-page format, you'd save your chapter some bucks on production costs.
- Probably the most difficult thing for me about this newsletter was the lack of distinction between heads and subheads.
- Be sure to identify your writers. For example, who is Christopher M. Avery, Ph.D. (number 4 page 6)? A member of your chapter? Or is this a reprint of an article from another's chapter's newsletter? A Guest expert?
- Remember that your back page has the second highest readership (after the front page). Use that space to full advantage.

Judge Number One

I really like the format of the book reviews as answering a problem or question. Also, it is nice to see regular columns like the membership desk. I'd like to see more, such as the CIC SIG news, and a review of last month's meeting (maybe two meeting reviews, if the newsletter is published only every other month and meetings are monthly). The second issue got a lower score than the others because there were a number of instances where closer editing might have caught mistakes. For example, the article called "7 Tips" contained 10 tips, and the article about judging needed an introductory paragraph.

Judge Number One

Issue 1: Nice balance of articles from technical to philosophical. All original content. Nice personal voice in report from annual conference. Could improve meeting reports by including more substance (e.g., What were the suggestions for improving the chapter? What is in the current TOC for the region's Web site?).

Issue 2: Help 101, D/S column and meeting report contained useful, substantive info. Good variety of articles, However, try to balance the amount of space given to "free advertising" and chapter/STC events. Quotes from chapter leaders help enliven the text.

Issue 3: Good balance of articles. Substantive reporting of meetings. Nice tie-in between S. Laurent's

article on mentoring and the piece on specific mentoring opportunities in the chapter. Looks like the end of the Captive vs. Freelance article is missing.

General: Give better attention to copyediting. Too many slips in grammar, some long and poorly constructed sentences, and spelling and capitalization inconsistencies. Try to make headlines more informative and catchy. Try also to get across the theme of the article and draw in the reader in the first paragraph.

Judge Number Two

The issues had some very nice articles. I liked that most of the material was original.

Judge Number One

Nice job of communicating a certain chapter energy and spirit. President's message is meaty and relevant, assuming leadership—congratulations on going beyond the obligatory 2-paragraph brief. Nice, appropriate mention of September 11.

Opportunities for improvement. Regarding content: consider an occasional reprint of an outstanding article that you've caught from another chapter newsletter. Also, where is the regional news? That is important news for your audience. Did you know you have two articles written by the same author side by side more than once? That comes off a bit odd—rather than "wrong." Long subheadings could be shortened (ex: Trim "Members who have recently transferred their membership from another chapter" to "Recent Transfers from other chapters" or simply "Recent transfers." The context is already set under the membership article title. So, less is more here!) Could use more careful word choices (ex: "...approved the demise of Northern Plains chapter" Possibly replace **demise** with **disbanding**). You have room for more original content, so let's see it!! Regarding copyedit/proofing: using this convention, "letter(s)" is overkill, and unnecessary for purposes of clarity. Investigate carefully the nuances between **hyphens**, **en** dashes and **em** dashes. Improper use throughout all three issues! One pull-quote is actually incomplete. With states, decide whether you want to use abbrev or spell out (ex: TN or Tennessee). Too many hyphenated word breaks. Casing often inconsistent throughout (ex: from website to Web site; from Macdermid to MacDermid. —there were others!). Also, punctuation and sentence casing often inconsistent from one bulleted list to the next. On most occasions, your use of colons in subheadings is unnecessary.

Overall suggestion: Adding a proofread cycle to your process could improve the quality of your newsletter *immensely*, to catch misspellings, inconsistencies, and numerous errors.

Keep up the good work!

Judge Number Two

Creative, interesting topics.

Inconsistent alignment and font size of pull quotes. Also inconsistent use of italics (and none for URLs), inconsistent use of bold for emphasis. Also inconsistent capitalization of nouns (“Chapter” and “chapter”) and inconsistent use of symbol “US” for money values.

En dashes and em dashes used as hyphens.

Some in-text heads are in color and some are in black and white, which is confusing. Stray single straight quotes as apostrophes.

Judge Number One

12/2001 issue had a very satisfying mix of content, plus the best “Letter from the President.”

Judge Number Two

Nice, subtle running theme of chocolate, luscious chocolate—it personalizes the chapter. I like the name of the newsletter. It is well chosen. Nice attention to headings—creative and interesting. (This is something that is often overlooked.) Good/appropriate references to September 11th. Adding menu items is a nice touch—and a good ploy to get people to come to chapter meetings. Detail is good here.

Content is interesting, but you could supplement that with more discussion of industry topics. Read a few newsletters from other chapters to get ideas. Perhaps even reprint one or two.

Watch inconsistencies (ex: website vs. web site. Final proofread, or editing conventions, should catch this. Also, is it Ed Magin or Ed Megin? Spelled two different ways in the same paragraph.).

Language is conversational, which is good, so keep that. But you could also benefit from another edit pass (or another editor for this specific purpose) for more fine-tuning of language, to add some polish (not to be confused with formality).

Judge Number Three

Well-written and edited columns and articles.

Two-column layout lacks visual interest.

More bulleted lists, indentions for notes, borders or rule separators for columns, and articles would help.

Add some visuals (especially photos!) to add spice to all those words.

Use italics or boldface for emphasis.

Judge Number One

Issues had a very satisfying mix of content.

Judge Number Two

Congratulations on clean, almost flawlessly edited, beautifully written content. Highly appropriate, relevant content. Headings in initial TOC invite the reader to jump in. Themed issues worked nicely.

Judge Number Three

Good consistency of writing styles in all the articles - they are well written and/or well edited. Also, I noticed you followed a theme in Issues 2 and 3—good way to tie the whole issue together.

Judge Number One

Issue 1/2 was a combined issue, so the scores are repeated to count it twice.

Editorial quality was first-rate throughout all issues. Congratulations on a superb professional job.

Judge Number One

The software evaluation in each issue was long, technical, and detailed. It was an exceptionally good learning tool.

Judge Number Two

I like the design of the newsletter. The newsletter is professional looking. The editor did a good job of editing the articles. The articles are appropriate for the audience and purpose of the SIG. All the articles are original as opposed to press releases or reprints. I enjoy reading a little bit about each featured author at the end of the article. Almost every page has some type of artwork, table, or graphics, which makes for an interesting and colorful newsletter. I like the regular columns in the issues, such as From the Editor and Upcoming Events. There’s a nice mix of medium and lengthy articles.

Judge Number One

Hot Topic is a very useful feature with good ideas.

Judge Number Two

Excellent writing and articles on intriguing, educational topics are this newsletter's strongest points. The well-crafted, original content appeals to and engages the reader.

Judge Number Three

Every issue has articles that are meaty and worth reading. You keep things fresh and original with new slants on familiar topics, interesting and varied writing styles, and a bit of controversy. Quotes and “war stories” also help keep things interesting. A closer edit would help eliminate slips, including missing or misspelled words, awkward constructions,

noun-verb disagreements, etc. The Winter issue had too many errors. Check your style for book titles, use of the em dash numbers within text, and abbreviations. Try to be more consistent. Material taken from the listserv needs some editing, too. The informal style that people use in e-mail doesn't always translate well to a more formal article in print.

Judge Number One

The *impact!* newsletter is lively and well-written with the breezy, casual tone you might expect from marketing communication practitioners. There's a nice variety of topics that offer SIG members good advice they can use on the job. Editorially, the newsletter is strong and well put together.

Judge Number Two

It is not easy to make critical comments on the work of others when you realize how much time and energy are expended in the production of a newsletter, especially when you realize this is a volunteer effort. And, of course, personal preference always comes into play. So I hope these comments will be taken as suggestions for improvement.

This is a very well done newsletter. However, I find the red a bit distracting, especially on headings and subheadings. The titles, both with and without the drop shadow, seem a bit too informal. Readability would be enhanced by using a good serif font with a medium x height and paragraphs' indentation equal to the type size for body text. I suggest no indentation in the first paragraph or the paragraph after a heading, and no space between paragraphs. Studies I have seen show this to enhance readability. Put acronyms and initials in small caps where appropriate. The trend seems to be to drop the initial "http://www" for URLs and this gives a neater appearance. The large size of the paper clip signifying the end of an article makes it appear awkward.

Judge Number Three

I believe the title of the newsletter reflects the first impression a reader gets when looking at the newsletter. It certainly has an impact on you. The newsletter is attractive and professional looking. The bleeding edge certainly stands out, but is not overwhelming.

The editor has done a good job of editing the articles. The articles are appropriate for the audience and purpose of the SIG. All the articles are original as opposed to press releases or reprints. I like the regular column, On the SIG.

The style of presentation seems to be well thought out. I like the binder clip at the end of the articles. There's a nice mix of medium and lengthy articles. There are some inconsistencies with lead ins and

punctuation for lists, such as missing a colon or a period at the end of an item.

Judge Number One

Very useful features with good ideas.

Judge Number Two

This is a beautifully crafted online newsletter with great articles and recurring features! Topics are balanced and writing is clear and informative, and the ratio of STC news to online information articles seems like a good mix. The newsletter has many contributors and a large staff; given that, it's amazing how all of these parties maintain a consistent tone and the same high level of quality. I'm going to bookmark the URL for *Hyperviews*, because this is a publication I want to keep reading!

Judge Number Three

This newsletter is interesting, well written, and well organized. The articles were so worthwhile that I found myself reading with interest as well as with evaluation in mind. I appreciated the fact that you adapted quickly to the suggestions from your New Zealand reader in regards to the Fall issue.

Simplifying Web pages for use by people with narrow bandwidth is a noble goal, but the almost complete lack of pictures does not seem necessary. You use a picture of Nancy Hildebrandt, but don't picture any other contributors. The screen shots in several articles were helpful and well done. Graphics kept under control would add a lot to the attractiveness of an already excellent newsletter.

Other suggestions: The title of the Credits and Contacts page needs repair. If this title is run together on purpose, I'm missing the point. The blue article titles and side heads do not seem different enough in size and weight. The side heads are often too long and a bit distracting. Side heads stand out on their own without needing to be in large type sizes and heavy weight. In several articles, the in-column subheadings seem to float between paragraphs. The space between the heading and the paragraph below needs to be reduced.

Judge Number One

Overall, this newsletter is well put together and attractive. The editors make a point of providing information that is useful to the readers. The member profile feature is a good idea, but the articles lack focus and the standardized question and answer format employed fails to give any sense of the particular individual interviewed.

Judge Number Two

The newsletter is professional looking. I like the design of the newsletter. The editor did a good job of editing the articles. The articles are appropriate for the audience and purpose of the SIG. All the articles are original as opposed to press releases or reprints. I enjoy reading a little bit about each author at the end of the articles. I like the regular columns in the issues, such as From the Editor's Desk, Member Profile, and Manager's Column. Many of the articles are lengthy and well thought out. The reader has to flip pages a lot to finish reading an article though. I noticed only one typo in the three newsletters.

Judge Number Three

It is not easy to make critical comments on the work of others when you realize how much time and energy are expended in the production of a newsletter. Especially when you realize this is a volunteer effort. And of course, personal preference always comes into play so the hope is that these comments will be taken as suggestions for improvement.

I know that it is not always easy to fit everything in neatly and when you finally get someone to submit an article you hesitate to edit it heavily. But, there would be a great improvement in readability if there were not so many "continued on". There are two for a number of articles, too many it seems for a short newsletter. The words "continued on" should be in a consistent type size throughout the newsletter for example on page 8 of the March 2001 issue. An end of article graphic would be helpful. The reverse page numbers are too small for clarity.

On page 3 of this issue the title, "Your Turn- Responding to our Questions" could be mistaken as a heading in the "Manager's Column" article. Titles should be of consistent size and weight. It would also be helpful if the titles were lined up horizontally. A thin vertical line might separate the two articles also. In the masthead the STC logotype should be large enough to be readable. To my eye, the steps graphic seems to overbalance the front page. The type size in the TOC needs to be larger. Headings seem to 'float' between paragraphs. Place the heading close to the paragraph it heads.

If an illustration is not sharp and clear consider not using it. If you have a good picture use it and standardize the size a little closer to the golden mean. If the picture is marginal in quality, leave it out. Make sure the resolution is appropriate to the output device. The resolution should be twice the line screen of the output device. (Continued on next page.)

Judge Number One

Very informative articles but heading styles are too similar.

STC mission statement is out of date.

Judge Number Two

This is a well done newsletter with a nice appearance. Suggestions would include: issue names like "Spring," "Summer," etc. since the newsletter is quarterly; using larger margins for screened boxes like those in the August 2001 issue; aligning drop caps better with other text. On page 4 of the August issue the picture has no caption and the bold headlines on page 7 float between paragraphs. There should be much less space between the heading and the following paragraph. Headlines seem generally far too long (too many words). The bold headings in the article on pages 9-11 are too long. Use of too much bold type causes it to lose impact.

The foldout page is a novel idea, but I find it distracting. You could achieve more text space and improve readability by using a smaller type size and indenting (the width of the type size) for body text, with no indentation in the first paragraphs or the paragraphs after headings, and with no additional space between paragraphs. Indented paragraphs and 10 or 11 point type enhance readability.

In the article "Seize the Day" in the October 2001 issue, the title, headings, and subheading all look too much alike. On page 12, there seems to be only a subtle difference between "Working with writers" and "Writers don't have enough time." Overuse of bold type seems to break the page up and confuse the eye. Also, you could get a smoother look by using small caps for initials and acronyms and eliminating the "http://www" part of URLs.

Judge Number Three

Page numbers are larger than headings and text. Masthead takes up 1/3 of space.

Judge Number Four

Strengths: Excellent variety of topics, interesting and relevant to usability. Well-written articles. Good flow among topics in each issue. Original and worthwhile content.

Areas to Improve: Adding a little more STC news would make the publication stronger. Additional proofreading also might help; each issue had some problems with inconsistent sentence or word spacing or with spelling and punctuation errors. Also noted: some contributors used passive voice frequently.

Judge Number One

The structure of the articles in issue #3 is more even and consistent than the other issues.

Nice variety of topics across the issues: tools, production, reviews, local interest.

Judge Number Two

Summer issue: Spell out acronyms at first use. Possessive should be "Weiss'," not "Weiss's." (page 3). Copyright line would be better as "@2001 Cedarville University student chapter of the Society for Technical Communication. All Rights Reserved."

Fall issue: Inconsistent capitalization. Freelancer is one word. Review rules for hyphenation.

Winter issue: Spell acronym for SWP. Missing hyphens (page 6). Split infinitive. Overall grammar, spelling, and punctuation very well done.

Good conversational/informal tone. Edit more for word choice. For example, "since" relates to time and is not a substitute for "as" or "because." Some phrases too idiomatic, such as "up and running." Now is a great time to practice crisp, professional writing while maintaining a creative touch.

Summer issue: "This position" on page 1 is unclear. Page 3 masthead information could be rephrased, as the current reading awkward. Good article titles. Good variety of journalistic and narrative techniques.

Fall and Winter issues: It would help to have "continued on page x" and "continued from page x" where appropriate. Incomplete and unclear text on bottom of page 3, Winter issue ("Once the vision...")

Summer issue: Articles were original but some lacked information that would directly assist students in improving technical communication skills or that would inform them of relevant material. Spacing error on pages 1 and 2.

Winter issue: Very creative article on first page; well written. Typo on page 2.

Judge Number One

Both usage and style maintain a high level of quality and consistency across the issues.

Nice variety of appropriate content.

Very cohesive issues overall.

Judge Number Two

I judged the newsletters using the Flash site choice, and judged February 2001 HTML, September 2001 HTML, and November 2001 HTML. (There was no link for the April 2001 issue so I substituted February's issue.)

Comment about entering the Flash site: the SKIP link in the Intro did not work for me. About the pictures:

I wish it took less time for them to "grow" to full size, and I wish they stayed onscreen a tiny bit longer so that I could look at them.

I find it handy to have each article pop up in a new window (September and November issues). Some users, however, may get annoyed.

The style, usage, content, etc. of the issues was impressive and consistent; well edited.

One more note: the stc.org Web site does not have a link to your Web site next to your chapter listing.

Judge Number Three

There were a number of obstacles to judging this entry. For example, when I tried to view the issues listed on the entry form, the April and November issues weren't listed in the index and September's issue was not viewable. As another judge mentioned, I decided to view the most recent issues that were available. Not too much luck there, either. Although I tried on several days at several times of day, I wasn't able to view much; I kept getting the message that the page couldn't be displayed. I realize universities have limited resources, but if you want this material to be accessible online, it would be a good idea to put it on a server that can handle the traffic. As a consequence of these difficulties, I didn't assign scores; it wouldn't be fair.

Here's what I have to say about what I was able to see. I focused on the HTML versions of the newsletters. In my opinion, while making print documents available as PDF files can save a chapter money and provide a service to members, this should be just an alternate method of delivery. PDFs should not be considered online documents. So I'm congratulating you on offering your newsletters as Web pages.

I'm puzzled by the kinds of flaws I see in your Web documents. Errors such as incorrect leading following the use of a large capital in the opening paragraph, misaligned bullets, accidental indentations suggest that you may be coding the material directly to HTML instead of using a Web authoring tool. If so, let me suggest that it's useful to know what HTML is and understand how it works. But it is no longer productive to code in HTML. If it's the university's practice to teach students to code in HTML, thinking this helps them acquire professional skills—stop it!

Using a Web authoring tool can simplify the use of CSS. It would also simplify some other tasks, such as removing the visible borders around tables that are used only for formatting. (For example, surrounding article bylines. And by the way^{3/4}I'd get rid of the colons in the middle of the bylines.)

Beyond that, I'd be sure to test the pages in a number of different browsers and different versions of those browsers. I'd focus a bit more on legibility. (A

larger sans serif font would make body copy more legible. A lighter background would make navigation links at the top of the page easier to decipher.) And I'd shoot for a more useful and conventional TOC. For example, along with article titles you might give an abstract or teaser to help pull your readers; you can't rely on flippership alone.

What you're doing well: Your print newsletter has always been outstanding and remarkable. The quality of your material remains high. Still an outstanding product in content and design. Your online version has the potential to live up to the standard your print publication has set.

Judge Number Four

I'm pretty old. In the early days of word processing, we were thrilled when it became possible to code a manuscript to emulate typesetting. What a leap in efficiency and economy! The strategies³even the tags⁴were extremely similar to HTML. As word processing software evolved, the coding moved into the background. It's still there, but the user of the word processing software doesn't see it³doesn't need to. We wouldn't dream of teaching office administration students to code manuscripts these days. We focus instead on teaching them to use the latest office software as efficiently and powerfully as possible. The same thing should be happening with HTML. We should be teaching students to use Web authoring tools effectively.

Looking at your source code, I couldn't locate links to cascading style sheets. It's becoming essential to separate structure and content for a number of reasons. For those of us who work with government agencies, there's no choice. The government mandates that our sites be accessible to users with visual impairments; thus CSS is the current tool of choice. An advantage to you of using CSS would be consistency. You could control appearance across documents. If you discovered a problem with some element of your design, you could correct it through the style sheet, and all linked documents would be updated simultaneously. You wouldn't have a bunch of documents, each with a slightly different format, sitting on the same TOC.

Don't be afraid to edit articles to improve punctuation, spelling, and work usage. Review rules for comma, em dash, and hyphen usage.

The STC mission statement is "Designing the future of technical communication," so you should revise your back page accordingly.

April issue: Symbol error (© should be ® on page 1). "Hopefully" is inappropriately used; better to say, "I

hope that..." ON page 4 delete "both" in the sentence "Understanding both..." as three items are mentioned. Spacing error (page 1 title bar). Great theme issue!

September issue: Review rules for i.e. vs. e.g. usage (page 4). Error is use of "401(k)" on page 1. "Motivation" and "Technology" articles seem to be fluff. They're interesting but not particularly pertinent to communicating chapter, SIG, or STC information (pages 6 and 7). Articles on page 6 appear to be reprints, but there's no information to verify or clarify this.

December issue: "Breakdown" is one work; either keep together or hyphenate (page 1). Use numbers, not spellouts for "1 and 18 months" (page 3). Need subject for subordinate clause. Don't use periods after bullets. Comma and em dash rules need review. Use "...or...", or both" instead of "and/or." Good parallelism. Front page title too long and cutesy. Better title would have been The Frustrations of Deciphering Manuals. Nice quotes from Holmes and Twain.

Judge Number One

Good balance of informative content, including local activities, helpful Web sites, and STC events. Content in articles could be beefier.

Judge Number Two

Spell out acronym the first time but don't show an acronym if you won't use it again. CD and HTML are acronyms and should be all caps in text. Spell out "and" and "at" rather than using symbols in text. Bylines don't need colons and bullets don't need end punctuation. "welcome" should use colon to introduce students, then no period after list of names (September issue, page 1). Use the number, not the spell-out, for 10 or higher. Use 16, not 16th, for date. Subject-verb agreement (September issue, page 3). Review rules for capitalization, hyphenation, and use of em dash. Don't split infinitives (January issue). Antecedent agreement needs work.

Recommend on last page in the right sidebar "Technically Speaking...", the newsletter of the North Carolina State University student chapter of the Society for Technical Communication, is published quarterly."

The STC mission statement is "Designing the future of technical communication," and the STC positioning statement is "STC helps you design effective communication for a technical world through information sharing and industry leadership. (See publication AD-104-2001 from the STC office.) You may want to revise the "STC Mission" statement on your front page accordingly. Avoid "A" and "The" in articles. I don't know if STC@NC State is your official name or just an abbreviation for use in the newsletter. (This won't print properly as the software assumes this

is an e-mail address.) However, it seems odd to me as I've generally seen chapter names in the following format: "North Carolina State University student chapter of the Society for Technical Communication (NCSUSTC)."

Original articles. Editing for conciseness would help, but tone seems fine for student audience. More details would be helpful to clarify certain potentially unfamiliar terms, such as company Ericsson (September issue, page 3). What does the company do? Or in what industry is it?

"Webspeak" is one word on page 2 of the September issue but two words in other places. November issue: Need space after period and before new sentence (page 2). Overall, very nicely done!

Judge Number Three

The editorial quality is technically competent, but the newsletter needs more content, a more imaginative selection of topics, and a more professional tone — starting with the elimination of undergraduate angst and the true confessions/autobiographical discussion of work experience. Aim higher!

Authors and editors could learn a lot from other undergraduate newsletters, such as *Techniques* published by the STC Chapter at Minnesota State University.

Judge Number One

May issue: Use STC as adjective rather than as possessive (page 1); for example, "In the STC newsletter competition." Parallelism, capitalization, hyphenation, and comma usage need work. Italicize newsletter title in masthead (page 2). Spell acronyms first time used. November issue: Capitals overused; for example, "FORUM Conference" (lowercase conference). Hyphenation problems; for example, "over-burdened" should be one word (page 2) and "three day project" should have a hyphen between three and day (page 2). November and December issues: Either spell out month or use period after abbreviation. November issue: Review punctuation rules. Split infinitive (page 4). Spelling error (page 6). Use colon to

help introduce a list, such as "please contact:" Grammar, spelling, and punctuation are improving. Keep it up!

May issue: Edit for conciseness. Good conversational tone for students, although word choice could improve. Too much slang and too many idioms such as "up and running," "Getting things rolling," and "on its feet." Consider if your document were to be translated or read by a non-native speaker of English (very likely in the professional world). This is the best time to develop and practice using more precise and professional English.

Good use of varied sentence techniques. December issue: Article titles could be briefer.

Good use of original articles. Haiku content was a very creative idea.

These were supposed to be consecutive newsletters, but the December issue says that it's the third newsletter of the Fall 2001 semester. Yet, only two from this semester are included with one issue from last year. May issue: Missing word "careers *in* technical communication" (page 1). November issue: Missing word "venture a little further." December issue: Appears to be a theme issue regarding tools. Overall very good start for this reviving chapter. Keep up the self-evaluations and chapter maturation and evolution!

Judge Number Two

Content and editing are quite good throughout, very competitive with other student chapter newsletters, though not up to the level of professional newsletters. Perhaps it would strengthen this newsletter if the authors and editors would focus a bit less on their undergraduate experience and pay more attention to the concerns of professional communicators. A good example of this is *Techniques*, the newsletter of the student chapter at Minnesota State University.

Design and Delivery

Judge Number One

Overall, design and delivery were well done but not without possibilities for improvement.

Switching the position of the page number and issue date in the footer would make navigation easier.

Increasing the spacing between paragraphs might help to prevent dead space at a column end.

There appeared to be a change of leading between issue #1 and issues #2 and #3. It was hard to tell if this was an intentional design change or a reproduction problem. I like the tighter look.

When using oversized art pieces in a two-column format, you may be able to improve the appearance by placing the art between the columns so that both column flows bound the graphic.

Judge Number Two

I love the smaller page format, makes this a very distinctive piece. Page design is nice, too with unobtrusive headers and footers.

I like the regular columns (Make Your Mark and Editors Corner), and missed seeing the Editors Column in the January issue.

Be more consistent in column placement (President first, then Editor in one issue; the other way around in the next).

I also really like the use of the back page for next meeting announcements.

Make sure to check STC logo rules for compliance for next year.

Judge Number One

I liked the use of gray bars for headlines.

The PDFs did not always print well on my printer. Some type was unreadable, but that may just be my printer.

How cool to have your own comic strip!

Consider increasing the story text size a point or two. Seems a little too small.

Nice nameplate ... it really stands out in the right way to call attention to your newsletter.

Judge Number Two

Professional Presentation: Well-written articles, very informative. Layout too dense. Too much information. I would like to see more use of color.

Page Design: The masthead (name of the newsletter and the rest that continues from month to month) is too big I think. Three columns, two columns, one column—a bit distracting really. Article excerpts (“So the future will have some challenges. But will face them day by day”) size too large and prominent (same size as headings for articles).

Art Quality and Appropriateness: Nice to see a cartoon, but “Bitter Ink” seems a bit overemphasized (too much space allotted). Cute graphics and color. End of article icon (a pen) a little hard to distinguish and “busy” for the purpose it serves.

Typography: Typeface too small in general for online reading, small even for those who print it and read it. Black print on stark white background could be softened. Density high on each page. Too much range in font typeface size and style. “Of Interest to technical writers” in Issue 1 displayed very blurry.

Delivery: Issue 1: Issue 1: Navigational aid links (Continued on page ...) are not there.

Judge Number Three

In general, I thought the layout of the newsletter was good. The table of contents was easy to find and read, making it fairly simple to find the articles within the newsletter and with the exception of the first issue reviewed (October 2001) links were provided for easy navigation to articles, Web sites, and email addresses for replies. After being put off by the cartoon “Bitter Ink” in the October 2001 issue, I found myself enjoying the hard-edged humor of the next two issues. The use of shaded paragraphs made it easy to locate and identify the different sections and columns within the newsletter and the newsletter logo was professionally done.

I think that using more color, especially for the newsletter logo would do much to improve the visual appeal of the newsletter, making it more initially attractive for the reader. Finding continued articles was a bit confusing as well with the way they were placed on the page. The use of more photos and art I think would also improve the overall effectiveness of the newsletter.

Judge Number One

Appearance is very neat.

The flyer kind of design looks inappropriate for a newsletter.

Though a TOC is included on the cover page, there are no cues (page numbers) to locate the article.

No headers and footers.

In the July/August 2001 and September issues, the cover articles are “continued on page 2.” But, how does the reader know which is page 2 (when no page numbering is used)?

Visual cues are lacking to locate or delineate articles.

Artwork/images are lacking in all issues. Though the newsletter is not text heavy, some images or clip art could have spruced up the look.

Consider a better design for the newsletter.

Judge Number Two

The masthead is good except for the words “Newsletter of the” which is lost in the gray background. Either darken the gray or darken the text significantly so that it stands out better against the background. I know what you were trying to do, but it doesn't work well right now.

You used way too many fonts in this newsletter. However, I do like the serif font for the body text—it is very readable. It's everything else that you need to simplify.

Judge Comments

Inconsistent use of lines dividing articles or sections of articles: Sometimes the line was over the title or “continued from” and sometimes it was under. This made it confusing to identify whether the section I was looking for was over or under the line.

You need to number the pages on this newsletter. I like the unique folds, but when you cited page numbers, I got lost. You don’t have page numbers printed on the pages, so citing numbers is useless, plus they didn’t make any sense at all to me when I DID find the section I was looking for! (In July/August, it said page 2 but was really page 5, while in September it said page 2 and was really page 4.) Perhaps instead of page numbers consider something like “Continued on inside back panel.”

Judge Number Three

Photographs of conference speakers would be ideal and complement information about presentation. July/August issue is a good example of how a photograph identifies Volunteer Coordinator.

Drop caps, although not required, would enhance presentation of cover page.

Foldout format is appropriate for page size.

July/August and September issue shows a ‘continued on page 2’ but there are no page number: page numbers would be helpful.

Newsletter has good balance of chapter information and feature articles.

Judge Number One

Overall,

(Issue 58/6) Body text typeface is great (crisp, easy-to-read, larger point size). The H2 typeface is a little large; consider reducing it 1–2 points.

I didn’t care for the chosen colors – it felt very gray in tone. The page design is somewhat bland. Keep in mind that what looks good on paper, might need more saturation on the screen.

(Issues 59/1 and 59/2) Why do you retain “Inside” on the Cover Page? You’re duplicating the TOC. The Cover Page is very dense; weed out something. The abstracts are good.

H1 typeface is pale and hard to read. Body text typeface is too small and the chosen font is difficult to read on the screen.

Some quotation marks failed to convert from the original source.

The biosketch typeface is difficult to read. It has horizontal striations on the screen.

When completing an article, I disliked having to scroll up to navigate to another items in the issue.

Judge Number Two

Could have used more colors.

Almost no use of images/clip art.

Could have highlighted specific sentences in articles through attention grabbers.

Drop caps could have been used.

Judge Number One

I really liked the student viewpoint articles. I’m going to suggest that to our newsletter editors!

You must be planning very well if you can list topics for the next issue! Good for you!

Good paper stock. The color splash on the front page really adds to the professional image your newsletter projects.

I liked the “magazine” feel of this newsletter. Well done!

Judge Number Two

What can I say? I thoroughly enjoyed the selection and content of the articles included in these three issues. They were well-organized, well-written, and contained pertinent information for both chapter members and technical writers in general. To say anything more might get a bit more purple than is acceptable.

Excellent job!

Judge Number One

I like that you use the same typeface throughout, instead of a bunch of different ones.

Some photos are fuzzy, but most are high quality.

The In this issue item on the front page is helpful.

The Winter Party photo spread is nice! Looked liked a fun time!

Good idea to add the shadings to the officer grid on the back after the Sept/Oct issue.

Consider adding captions to the front page scenic photos so the reads know where it was taken.

Judge Number Two

Excellent layout and design! The articles were easy to find, easy to read and very enjoyable. I especially the use of photos to help convey mood and set the tone for the various news items they pertained to. The TOC was easy to find and read, and made locating articles within the publication a snap to find. Column lines also separated the text nicely, making it easy to follow the articles as the text moved from one column to the next.

My only complaint was the format for the pull-quotes. In their form from the three issues reviewed, they were distracting and made it difficult for me to follow the article where they were placed. I might suggest creating a more visual format for the pull-quotes that off sets

them more from the surrounding text, making it easier for the reader to identify them and if they wish, to ignore them.

Judge Number One

Maps are very well done. It's often hard to make them look good in print, and here you have just the right amount of detail.

Nice use of clip art. It adds variety without going overboard.

Excellent paper quality adds to the professional look.

Since you are already putting a space between each paragraph, I would suggest skipping the indenting.

The "Imprints" part of the nameplate is a little light. Consider making it bolder to attract more attention.

Judge Number Two

Layout was generally good. The insert for information to update the member directory was well thought out, easy to read and asked for pertinent information from chapter members. Columns were well spaced, which made reading easier on the eyes.

Clip art was good, but a bit tired, photos used in the last two issues were blurry, and the screen shots were nearly indecipherable. This may be due to the printing process, the way the screen shots were captured, or the gray tint of the stock used to print the newsletter. When including photos and screen shots take extra care that they will be readable, otherwise it is better, in my opinion, not to even include them.

I was a bit disturbed by the loose page in two of the three issues. A careless reader could easily lose this page and not even know it until he or she sits down to read their issue and discover that the page is simply gone!

Judge Number One

Great job! Each issue featured an interesting mix of chapter-related and general news for chapter members and technical communicators in general. Articles were well written and presented information in a cohesive, well-thought-out manner, making them both interesting and easy to read.

I think perhaps including more how to..., technique and tool oriented articles in future issues would help to make the already great editorial content even better.

Judge Number One

The newsletter is professionally presented and uses an attractive design that gains the reader's interest at the first initial glance. The editors also effectively use gray-

shading to separate short announcements from longer articles and other content. The TOC is well separated from the text on the first page and the reader is given a well-marked path to follow while wandering through this newsletter.

Photo and image quality was good, although I had a question as to the relevance of a few of the photos to the articles they were attached to.

The print stock, however, looked and felt flimsy and the font that was used section/column titles, while cute, was distracting and difficult to read. More photos would help to elevate the design quality and give the reader more visual clues as to the content of the articles he or she is reading.

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Effective use of graphical cues.

Improve use of art/graphics; pictures were too small.

Meeting registration form doesn't work - encourage accepting reservations through email or phone.

Judge Number Two

Consistent, attractive design and layout. Needs more visuals (especially photos). Excellent use of color to separate articles and sections.

Judge Number One

For headshot photos, be sure to include the person's name under the photo. It's also a good idea to have them facing towards the text, not off the page.

The table of contents on the front page (printed versions) is really helpful.

Include the Managing Editor's name and/or e-mail address in the About Devil Mountain Views section.

The PDFs did not print very well on my printer; some type was unreadable. Could just be my printer, though.

The text seemed a bit small in the printed version.

State names should be abbreviated using Associated Press style (Tenn., Colo., etc.), not ZIP code style (TN, CO, etc.). The AP Stylebook is a great tool for newsletter editors, and covers these issues.

Judge Number Two

Professional Presentation: Layout a bit dense, but still inviting. I would like to see color on every page. Issues 2 and 3: Not wild about the choice of colors.

Page Design: Issue 1: Suggest enlarging the chapter name on the masthead, more proportionate in relation to the graphic. Issue 2: You have gone to a different format entirely with this issue. It would be easy to spark it up with a graphic on each page (though an issue for some users would be speed in displaying pages).

Art Quality and Appropriateness: I like seeing photographs very much. Issue 2 surprised me with its different format and perception of "less there." Future issues: How about repeating the masthead in smaller format at the top of each of the sections?

Typography: Typeface too small in general for online reading, may be a bit small even for those who print it and read it. Issue 1: Black print on stark white background could be softened, especially considering the length (12 pages) Density high on each page. Issue 2: Print still too small, prefer Arial (or some other sans serif typeface) as it is easier to read online (the only way I read it). Need to do a check on the spacing between the letters in the headings for each section (for example, "Member Spotlight" seems condensed).

Delivery: Issue 1: Navigational aid links where articles continue ("Continued on page ...")

are not there. Page 1, Inside, "9" and "Telecom Factoids" not linked. Issue 2: Easier to navigate, quicker in this web page format. Suggest programming the left panel to change color once you've read that section.

Judge Number One

As I've written to the Newsletter Competition committee, I think there's a difference between an online newsletter and a newsletter delivered online. As a PDF, yours is the latter, and is most usefully compared to a paper document that happens to be delivered electronically. So I've considered paper standards here.

A general problem related to the PDF vs. HTML issue: a whole newsletter makes for a pretty big file. Given that it's not delivered in hardcopy format, I wonder if some members with slow dial-up are skipping the newsletter altogether rather than waiting a few minutes for download. I notice that your September issue is a monstrous 1.1M! I certainly would not be able to wait around for that one to download.

That said, this is a handsome newsletter and very professionally presented. To improve it, I would simply consider more varied graphics. There is no line art, for example, which you might want to consider. Your photos are a good addition, though; in each issue where they appear they are crowded onto a single page. Can you increase the number, size, and variety of photos, and use them with other articles? It would very much liven up your page layout, which though handsome is somewhat blocky and static.

Another matter that brought down the Page Design score somewhat was pages that are very full of text. Consider using more white space to organize information. At least add some space between articles; in the October issue, for example, articles are jammed together on the page, marking large, solid, text-heavy pages.

Judge Number Two

Conference photos were great, especially with color! But how about an article on how well the conference was received?

Newsletter layout is inviting, has well spaced and balanced text with photos, icons, bullets, pull quotes, and lots of original art and photos.

Add more info to TOC entries (not just "Book Review"; name the book).

Run the STC masthead so people know Society-level contacts.

Use more bullet lists or sidebars for "quick info" for readers, or just to vary design.

Even clip art to liven up some text-heavy pages (inside pages).

Judge Number One

The overall design of the newsletter does not look good.

The layout makes difficult reading.

September 2001 issue:

Lone Star Scholarship Award News—the layout has gone haywire around the photograph.

Could have tried out different fonts for better look and easier reading.

The text is spread across the entire monitor—this makes difficult reading, especially on big monitors.

Could have used colors for better effect.

Layout of articles is not inviting.

The newsletter content is good, but the presentation element is sorely lacking.

Judge Number Two

The site design could be more inviting. It presently does not draw the reader in.

The body text typeface could be larger.

The current code has difficulty flowing text around graphics.

See Also items seemed to be sibling pages, but at the end of the issue, that logic became clouded.

The page layout could benefit from more white space (more "gutter" or margin).

An aside regarding the chapter Web site: It was difficult to find the newsletters. If the newsletter is the only publication you list on the publication page, then the navigation item should say "Newsletter."

(I did not include this observation in the newsletter's scoring.)

Judge Number One

Layout is neat, consistent, professional, and attractive. However, there is room for improvement.

It's good to use photos, but I think the quality of your can be much better, and you might consider how to vary them a bit. Nearly all of the typical grinning head.

Your layout is somewhat static and pretty dense. Consider including more white space to break up the pages and give them more movement. In addition, you

might want to consider moving to a ragged-right style or at least experimenting with it. It can make a static, blocky page much more dynamic and interesting.

There's quite a bit of variation in vertical and horizontal spacing of type, and this is partly due to the right justification. (Example: pages 2 and 3 in the December issue have quite different looks because of a more open vertical spacing on page 3.)

Some decent ideas just don't work and should be dropped. (Example: December pages 4 and 5 are sort of a two-page spread. But the gutter is wide and the two inner columns aren't graphically tied together. The headline, then, seems to float.)

Judge Number Two

I found column continuations a little bothersome. Some ran very close to the body text. You could try moving the rule to the same line as the continuation and opening a little more space to follow.

Treat subheads in the same way throughout the newsletter. Occasionally they alternated between bold and non-bold.

An occasional acronym crept in that I was not familiar with. I presume the same would be true for a visitor to your Web site.

I also noticed a few misspellings. Things can get rushed when you are under a deadline. You might want to create a production checklist to cover all the bases.

Judge Number Three

October issue - Bookmarks were messed up and only some TOC entries were links.

November issue - No bookmarks and the TOC was not linked at all. Everything OK in December's issue.

Use of color to delineate text areas is more effective than heavy lines. The December issue artwork suffered from use of only graphic throughout. It was a nice poinsettia, but most of the art in a newsletter needs to illustrate the concepts within and enhance the effectiveness of the text, not just look pretty.

Overall the newsletter looks extremely professional and is quite engaging.

Judge Number Two

Very consistent from issue to issue. The page design is a bit dated and each page looks the

Judge Comments

same. You need to mix it up a bit. Experiment by varying the number of columns per page, using sidebars, using tables instead of bulleted lists, and so on.

Judge Number One

I found the flow of different articles difficult to follow in your layout. Since you use PDF, try to block articles with light color backgrounds or provide some other navigational aid.

I found the use of photos a nice addition that personalizes the newsletter. However, many are not obvious and are not identified as to who or what the image captures. Again, color can be used to group individuals to related articles.

Good use of white space to balance pages; makes them easier to read.

Try using larger heads to introduce articles. If you decide to use subheads at some point you will have a problem. Also, a different typeface will set the heads off more distinctly.

Judge Number Two

Personal rant, not affecting your score: PDF files should not be considered online entries. They are online only in the sense that they are delivered electronically. PDFs are a nightmare for the user. This document was not designed for electronic display; it was designed for print. As the user, I get the disadvantages of both media and the advantages of neither. I understand that offering the newsletter electronically can mean a huge savings for the chapter in production costs. But then why not produce it as a truly online document in HTML?

Judge Number Three

You can use color online, so why doesn't the logo have the yellow C?

The font used is too small for online viewing. I had to zoom it to 150%. This meant I had to do a lot of scrolling--not good. Text is very densely spaced as well. There's still a place on the back page for the mailing information. Please optimize for online and not print delivery if you intend to distribute only online.

The page design is mostly just one big flow. It's very disconcerting to see articles begin in the middle of a column. This makes it difficult to skim the newsletter;

we can't always tell from the TOC if we want to read something.

All issues: TOC is not live (it should be), but bookmarks work. Artwork is good quality but there's not enough of it.

Consider using more color and having sidebars.

Judge Number One

In the May/June issue I'm getting script errors in several articles, which is making it hard to access the links. This doesn't seem to be a problem in the November/December issue.

On your home page, consider making the article titles themselves the links to the articles. I kept trying to click on these before I saw the "read article" link below each summary.

In a relatively long article such as "Why be a chapter volunteer?" in the May/June issue, you might consider more graphic devices to break up the long column of otherwise-undifferentiated text, such as subheads, pull quotes, line art, and so forth.

You use the solid black left border on every page, extending down from the STC logo. While dramatic, there is so much black on each page that the effect is unbalanced with the text on the right, and a little wearying. This graphic scheme might be a good idea for some pages, but I wouldn't use it on every page.

September/October issue: As this is a PDF (the other two are HTML presentations), you need a different graphics standard; an online newsletter is not the same as a newsletter delivered online (like this one). Looking at this as I would a paper newsletter, then, I'd point out that, while handsome and professional, the pages are crowded with type, with only a few graphic devices to break them up. Because a PDF is essentially a paper copy, you need more white space to help organize the information and make it accessible to readers. In addition, page 2 uses a complex set of graphics that are quite confusing; I'm not sure if those small graphics in the center of the page (Calendars? Can't tell) are "bullets" for the list on the right, as they don't seem lined up with items.

Judge Number Two

Submissions alternated between HTML and .PDF formats. I suggest you pick a single delivery method and stick with it. A secondary method is nice but not necessary and may irritate the readers.

HTML versions: Good use of clip art. Small text, especially a mass of text, is difficult to read on screen. Anything less than 12 point is difficult to read unless you have excellent vision. Body text is small (size 2), less than 12 points. This makes it difficult to read unless the viewer increases the font size on their own. Some will and some won't and will not read the newsletter. It is unreasonable to expect the viewer to adjust their screen to see the information you are presenting. (This is a recent development in email also.) When text is enlarged, some of it appears to be bold rather than the plain text desired. Bold appears to be over used and inconsistent. Always use the "normal" or other similar size indicator (approximately 3) to give you 12 point text. Display or heading text should be larger. However, there appears to be inconsistent body text and display sizes as well. The apostrophe is frequently displayed as code rather than an apostrophe. There are 2 STC logos appearing near each other on the same page.

Font usage appears to be inconsistent in the navigation bar. The "Chapter Excellence Award" link was refused by the server. Some graphics on the issue splash page move and stack, usually, at the bottom of the navigation bar although it also appeared at the top of the navigation bar. Some of these graphics also appear to be placed over text when first viewed. One underlined term in the navigation bar appears to be a link but is not.

PDF version: Nice end-of-story marks. There are no bookmarks or live hyperlinks in the issue. Page numbers are inside the area normally reserved for body text as indicated by rules and appears to crown the text. The table appears to be a graphic and is not visually clear like the body text. Odd numbered pages top rule weight appears to be inconsistent with the top rule on even numbered pages. There appears to be inconsistent font usage and sizes for display text. Text flow contains widows and orphans. Inconsistent use of jump lines.

Judge Number One

Generally this is a well-designed and presented newsletter.

Reconsider your typography. Some headings are very dense and unbalance the page; examples of this are in the October and December issues, front page heading; this font makes it a very black, dominant element, and it doesn't really work here. Other headings inside the issues are also in that heavy, blocky font and are far from graceful.

I'm not sure what font you are using for some of your emphasis text, but I don't think it works well with the Times Roman body text. An example is page 2 of the October issue, in the publication info column. The bold overwhelms the non-bold and makes it an unbalanced, jarring column. This is true in many other places too. Maybe the sheer number of fonts on one page gives this effect.

The block print art is all issues in interesting, but maybe there are too many of these? How about some quality photographs?

Good use of pull quotes and other graphical elements such as bullet lists.

Have you considered using the same color for the cover page over the year instead of switching? The December blue is nice; I'd avoid the overbearing October orange, though.

Judge Number Two

For layout, make sure all heads and subheads are in consistent size and font. There were some inconsistencies.

Think about using icons for regular columns in a running header.

Set byline for authors in a larger, non-italic type.

Clear placement of STC logos and contact people in each issue

Judge Number One

The layout is clean and inviting. Pages are varied and visually interesting.

Photos add to the visual interest and add a nice personal touch. Try cropping more tightly to get rid of background distractions.

Judge Comments

The justified text sometimes causes poor spacing and hurts readability. I suggest you use more subheads to break up long columns of text and invite readers in with more "entry points."

The December issue could have used some art. When you don't have a photo or a graphic, try making a chart of a list of key steps as a graphic. It will help readers see the main points more quickly and break up long blocks of text.

Judge Number Two

I love the photos. The clip art is nice, and I really like the wave indicating end-of-article. Boxes are random, though, and some "articles" with bylines and no box are shorter than the boxed text. I'd rather see a consistent reasoning to when boxes are used (or not used). For example, the ISS is an entire page of boxed text. This might have been better as an article with a byline.

By the time I saw the third issue, I had grown to like and expect the photos and really noticed their absence.

Two of the issues are labeled volume 12, number 9.

Judge Number Two

Sophisticated, easy-to-follow layout.

Make drop caps and pull quotes smaller so they don't overwhelm the page.

Maybe vary bullet style more? Otherwise, good balance and symmetry.

Judge Number One

Sharp looking, professional-weight journal with some room for improvement. The masthead is very informative and easy to read and speaks well for the editor, as this is a frequently discounted area of information. The text size generally works well—³/₄ a tad on the large size but readable—but the headers often detract from the titles. Why italic headers? Keep the size but get ride of italics.

The graphics normally work well with major stories and provide a lighthearted note, but teeny-tiny graphics at top of regular features get lost; either super-size them or delete them, as they don't add much. Overall, minor detractions from a solid publication!

Judge Number One

The September issue was unavailable. URL was not found. The issue was not evaluated. The November issue was available in both .PDF and HTML versions. The .PDF version was evaluated to be consistent with the October issue.

October: The layout is rather bland and uninteresting. The nameplate graphic is "jaggy" at any size. Suggest using a vector graphic. There are no hyperlinks although some are suggested. The line length (full page width) does not assist in reading and comprehension. I suggest a 2 or 3 column format although this could vary within the document as needed. White space has not been well used. There are no end-of-story marks or rules to indicate separation of articles, margin, etc. and white space, as it exists, is not sufficient for this purpose. Body text is properly sized and read easily. The headings (display text) are minimal sized but do not attract attention. Styles used do not appear to be consistent. Tables appear to be graphics and all graphics are "fuzzy." The table text does not have any white space between the line and the text. The table breaks improperly between pages. Page breaks are poorly inserted or not used to break text appropriately.

November: There are no hyperlinks in this document. Rule weight appears to be inconsistent and in 1 case, a graphic element overlays a portion of the rule. "Tools and Tips" column, in particular, does not use white space well and is presented as a single column format. Color is not well used. Text on some pages is not properly aligned. There are no end-of-story marks. Bullet style is not consistent. The TOC is not readily apparent. There are inappropriate text flows. Heading styles do not appear to be consistent. This issue is much better than the previous issue.

Judge Number One

Very sharp look and feel from a relatively simple platform. Despite lots of text in four pages, the reader is never forced to read competing areas. Care is taken to ensure a balance of text, headers/titles, and graphic elements. The scale works and manages not to be overpowering or boring. Easy to read at a glance and chock-full of information, from a main or lead article to information on where to volunteer. Lots of bang for a little buck. Keep up the good work!

Judge Number One

Poor contrast of bylines, masthead, and some subheads detracts from otherwise excellent presentation.

Judge Number Two

Effective use of visual cues and artwork.
Effective TOC.

Didn't always maximize white space.

Blocks of text "heavy" - use more headings or chunks.

Judge Number Three

The graphics are attractive and enhance the page layout and topics. The cover page is colorful and appropriately illustrated.

The page design could be improved by increasing the space between columns. Line spacing seems too wide but otherwise easy to read.

Page jumps (to and from) and author's name almost unreadable (color). Suggest using a darker font.

Judge Number One

Presentation is clean but unimaginative. Actual font wrap and size are fine for readability and subheads work well with titles and headers. The September issue has a decent sprinkling of graphics, but other issues could use more to dramatize the well written content. On page 7 of the November issue, the last "e" in "Guerilla Conference" is cut off.

Footers with the issue number would help. I'm not sure a table of contents would add much. The spreads on pages 4 and 5 of the September and October issues could use something to break up the text. I can sympathize with not dumping in clip art willy-nilly, but changing fonts or callouts would help the excellent text come alive.

Judge Number Two

Issue 1: Your masthead is great. The photos could be better - you should put line around each photo, and work to get the print quality higher. I LOVE the calendars you put on the back page—excellent visual aid for upcoming events.

Work on the typography in the publication policies column on page 2—the sections were not

well delineated and I almost missed the heading "About STC."

Issue 2: Pictures are better in this issue, and the thin line around each one really helps set them off. Good use of headings throughout the issue, except for the publication policies column (page 2).

Issue 3: Good use of photos with articles. The regional conference announcement catches the eye—good use of white space around it.

Judge Number One

Clean, crisp 30column layout with subheads and bullet lists to break up text-heavy columns. Many links used (great!).

Newsletter masthead and policies are well placed, as is chapter and Society info.

Judge Number Two

This is a very attractive newsletter, easy to navigate, and easy to read. A few tips to improve art quality would be to outline each photo with a thin black line (.5 pt)—it just sets them off better especially when they have a light background. Also, consider enhancing tables so they aren't just a bunch of cells outlined by the same line weight. Adobe Table is a good tool for this, though you can do it in any word processor or layout program. Issue 3's (Dec 01) table on page 5 is a good example of an enhanced table, though I would still not use all the lines and identical line weights shown here.

I liked the use of a call-out box on page 7 of Issue 3—"Before the Computer." This is an excellent way to draw attention to supplemental information to an article.

Judge Number Three

Sophisticated, easy-to-follow layout.

Make drop caps and pull quotes smaller so they don't overwhelm the page.

Maybe vary bullet style more? Otherwise, good balance and symmetry.

Judge Number One

I like the colors, and some of the graphics are really nice (though I'm not sure about the relevance of the D-S column graphic). I also really like having the pictures of the various people with their columns. However, the boxes

Judge Comments

with biographical information were inconsistent (some at the top of the article, some at the bottom, some with headers that say "about so-and-so," others without headers).

Some pages are very busy-looking (see page 3 in the June issue), but this problem is less noticeable in later issues.

The commentary on the links not working really should be in an online-only newsletter, particularly if the links are a different color or font than the surrounding text. (I found myself clicking for no reason.)

I also had trouble getting to these issues. The URL I had didn't work; the links from the chapter Web page weren't accurate. Still, overall, an excellent effort: keep at it!

Judge Number Two

I liked the use of author bios for contributors, but you should be consistent with the placement.

Use of color for organization is good, but the TOC column on the front page is confusing. The color implies the photos go with the TOC, not the article.

You might want to consider adding a footer rule to pages. This would help separate the continuation lines from the page numbers.

Font point size changes were occasionally detracting and impacted the overall consistency.

Use of justified text in the September and November issues created a blocky feel for pages and a great deal of unnecessary white space in the body copy. Try ragged right or adjust your columns.

Judge Number Three

Logo on front and back pages was cut to fit the design. You need to fit the design around the logo. You cannot change the logo.

SFV logo art is too big; it overwhelms the page.

All other online newsletters I judged had no problems displaying in IE and Netscape, and they also use PageMaker. Is there a problem with your source file? We had similar problems where I work with

PDFs created from Word and FrameMaker documents, and the problem was always with the source document, or the author had the wrong settings in Acrobat Distiller, or the author used a plug-in version of

Acrobat and not the full-function Distiller. Not being able to display in a browser is a problem.

Amount of space devoted to an article is often more than it deserves. Items are often set either too close or too far apart. Text column widths are sometimes inappropriate, and elements don't line up at top or bottom.

Judge Number One

The newsletter appears to be designed for printing—to be read in print, rather than online.

The idea of having related stories is excellent.

The "Related Stories" links are an excellent navigational aid.

Would have been better to repeat article headlines when the articles are continued on another page.

Could have used drop caps.

Text should have been ragged right, not justified—a right justified layout causes readability problems.

No TOC covering contents of entire newsletter.

Too many article are sought to be included on the cover page resulting in as many "continued on page..."

The layout is too tight—text heavy.

More white space and some images/photos/clipart could have been used to render a better look. Could have made reading easier too.

Could have used drop caps and attention grabbers to highlight specific statements in articles.

March/April 2001 issue: pg 5 – the table doesn't seem to merge with the article.

Judge Number Two

All capital letter headings (and "go to" labels) are difficult to read. Consider super-caps or mixed case.

There is no newsletter TOC. If I read the PDF online, I can use the bookmarks. If I print it, I have nothing.

Consider accessibility improvements (add captions on tables, art, and pictures).

The layout for the meeting map and directions is very nice. I also liked the food menu treatment.

In the May/June issue, the heading treatment for "Paradigm Shifting" was great.

In the July/August issue, why is the Region 8 Director-Sponsor article in italics? It was hard to read.

Judge Number One

Nice clean design. Feels open and professional, not cramped. However, issues 2 and 3 seemed too empty.

How about using an end-of-article symbol? In the December issue, I wasn't sure at first if the article in the left column ended at the bottom of the page.

The art you have is fine, but you could use some more. Your reproduction quality looks high enough to support photos. Why not try some?

The headline style (font choice and capitalization) is effective, but when you stack two headline fonts, try varying the size and style a bit more.

Your even schedule is effective. Gives lots of info at a glance. Perfect for clipping and posting on a bulletin board or cubicle wall.

How about some kind of table of contents?

Judge Number One

I really like the graphics, logo, and use of arch icons at the end of each article. I also like the TOC and administrative council backgrounds. However, the heavy borders and wide left margin make the text appear small and unimportant by contrast. For example, see page 6 of the July/August issue or page 6 of the September/October issue.

Strive for a better balance. Your first page looks great because the text is balanced by the TOC and the graphic background.

Judge Number One

Issue 1: A good basic layout grid, simple but varied. Pages tend to look a bit gray. Try for more pull quotes, subheads, and some clip art. Ideas for illustrations are sample pages from a Web site or a graphic from a presenter's handout. The reproduction was poor.

Issue 2: Overuse of stars, diamonds, etc. Some pages have many competing elements (photos, many levels of bullets, subheads, and bold text) and others have few graphic elements. The dots in the TOC (which you have in issue 1, but not issue 2 or 3) made the info easier to read. Reproduction is still rather fuzzy.

Issue 3: The front page had too many competing elements. Photos are a nice addition when the reproduction is good, as it is in this issue. How about trying some more creative headline typography and get away from the stars and diamonds being used as dividers?

Judge Number One

The graphic placed behind the drop cap is not placed consistently in respect to the drop cap. The end-of-story marks are not placed consistently on the vertical. Some white space would look better between the final punctuation mark and the end-of-story mark, perhaps 1 space. Appear to be areas that need widow and orphan adjustment. Size of headings should be consistent. Page headers do not always appear to match vertically. Without horizontal rules at the top or bottom, it is unknown whether it is a problem with layout design or printing. The column layout on page 3 would be balanced if it were equal on top and bottom. This is the only place in the issue that has inconsistent column layout within the page. Spacing between bullets and text is inconsistent. Bullet style is not standard. Some graphics (photos) are grainy (October) while other issues are sharp. By-line leading is not consistent.

Although I have made several negative comments, you have a very good newsletter. It's the small things.

Judge Number Two

Sometimes the pages appear overly crowded with type too close to other elements. An example is the continued line on page 2 of the

February issue. It looks like it is part of the advertisement. Some real nice elements are incorporated, such as the shading behind the drop caps. However, these elements are not used consistently. Some articles have them. Some do not. With the new society logotype, you might consider additional redesign work on the flag on the front page. The logo and the heavy circle seem to be competing.

Judge Number One

Big, bold URL on front page is good, as well as effective “branding” for your chapter. Nice use of fonts. Layout in your last issue was smoother, less disjointed.

Opportunities for improvement: Use end marks at the end of each article. You’d be surprised how much this can really make a difference. Too many hyphenated words split between lines. Look at final layout for that aesthetic purpose. Think about adding more graphic elements as well. Pay attention to balance of white space, chunks of text and blue boxes with copy. Watch unintended shifts in point size. Suggestion for URLs: try not to break up URLs whenever possible; and think about making them stand out more, perhaps make them all bold.

Good luck on the redesign of your newsletter!

Judge Number Two

Well-balanced layout. Minimal photos, but they were original.

Creative and appealing use of heads and subheads (though subheads’ font size was not consistent).

Inconsistent design and size of pull quotes from one issue to another.

Judge Number One

The Table of Contents would be easier to read and scan if it were left aligned.

The sub-headings need to stand out better so they are easier to scan.

(Issue #4) Typeface for sidebar quote

(Gandhi) did not cohere with the rest of the issue. Articles seem to trail through the issue (continued) more than necessary.

Consider exploring more of what the PDF format can offer. Link to web sites or to other articles in the PDF.

Judge Number Two

Nice choice of heading font, and use of color. In the body text, however, the font and the lack of leading between lines makes for tedious reading. Readability is compromised. If you address one issue regarding design, I suggest you reevaluate your font choice for copy.

Directions are long and jumbled, and hard to read. Need to break it up

Your publication could greatly benefit from more graphic elements. Photos, judicious use of good clip art, etc. As an online newsletter, consider the use of a TOC with links. You might want to consider using more color. Another suggestion: bold URLs to make them stand out.

This is a good newsletter, and wide geographic readership. So, think about “kicking it up a notch”!! Try approaching the layout from more of a design perspective.

Judge Number Three

Dull two-column layout has no visual interest. Try setting subheads apart from text. Use more bulleted lists, indentations for notes, borders or rule separators for columns and articles. Also use italics or boldface for emphasis. Use visuals (especially photos!) to add spice to all those words.

Judge Number Three

I found the incredibly long list of articles a little overwhelming. Granted, some of them were very short, but it was still a lot of clicking to read through the entire publication. I suggest re-organizing, redesigning, and/or combining some of the shorter items to reduce the scrolling on the table of contents.

Little or no use of graphics. The masthead is nice, but it’s the only graphic element on any given page. Suggestions: picture of book covers for book reviews, charts or illustrations in technical articles, tables (use different line weights, background colors, etc), photos—of the authors (regular columnists, council members/officers), of the volunteer/s of the month, of the meetings, from conferences, etc. You don’t have to pay to print full-color graphics, so you should take advantage of this! If download times are an issue, perhaps use small thumbnails of photos, which, if clicked, load a full-size version.

Judge Number One

The little artwork that is included is fine, but there is not enough. A few halftones or diagrams, appropriately positioned on the page layout, would have added visual appeal.

In (5) Delivery, I took one point off in issue 1 for the excessive number of jumps to concluding paragraphs.

Judge Number One

This publication is online in PDF format, so it is not easy to read onscreen.

The index had no links, but the layout is continuous so no jumping is required.

Screen shots are garbage onscreen unless we zoom in. If this had been entered as a paper document, it would have received higher scores.

Judge Number Two

Overall, a really nice layout for the newsletter. The color used in the newsletter is a real asset and a bonus for the reader. The abundant use of graphics makes for an interesting looking newsletter. I find the table of contents helpful. I like the list item symbol (instead of a bullet). I also like the change in column layout for various articles.

Issue 1 (May 2001) I especially like the boxes that surround the first letter of the articles and newsletter title. Lots of color and artwork in this issue. The reader doesn't have to scroll much to finish reading an article. This issue is my personal favorite of the three issues.

Issue 2 (September 2001) There was a gradual change in the size and type of boxes that surround the first letter of the articles and newsletter title. Sometimes the varied column width within an article is distracting.

Issue 3 (January 2002) I really missed the boxes that surrounded the first letter of the articles and newsletter title in the previous issues. The size of the first letter in an article seems to be too large.

Judge Number One

Nice body type and leading, but the type size of the titles is not consistent. This often made it hard to tell if an article was continuing or if a new article had begun.

The heavy rules between the columns are distracting. Try deleting them completely.

The double rules above and below the pull quotes appear to be headings of new articles. They are much too bold.

Judge Number Two

Page layout is neat and orderly but plain. Adding art (not necessarily original art; good clip art would work) or photos would open up the boxy layout and add visual interest.

Another suggestion for adding some variety to the page layout: consider using two-column format for some articles or pages. Or, combine two or more articles on a page and use boxes, rules or other devices to separate them visually.

Judge Number Three

A clean, professional-looking layout, with appropriate typography, for the most part.

Unfortunately, the design tends to get dull. Try breaking out of the three-column mold once in awhile. How about getting rid of the rules between columns to get a little more "air" around your text? A steady diet of double boxes around all your tables and charts also gets dull.

You have almost no art and you could use some. Strongly encourage your writers to try to think more visually and submit art along with their articles. Consider some "icons" to go with your standard columns (such as book review, hot topic, manager's column). A bit of clip art can highlight a feature article, too.

Consider using a bigger or more obvious font at the top of a continuation of a story. I found it sometimes difficult to spot them.

Judge Number One

The newsletter has a professional appearance. Some suggestions for design changes:

- ✓ Use more art and make captions more legible. (Captions for art in the Summer issue were tiny and almost unreadable.)
- ✓ Open up the pages by adding white space and widening page margins.
- ✓ On two-column pages, consider using narrower

columns to avoid reader eyestrain from the "solid gray page" look.

- ✓ On the front page, consider a different location for the STC logo. It's buried in the black sidebar, and this violates the Society's guidelines for use of their logo.

Judge Number Two

Overall, a nice layout for the newsletter. The color used in the newsletter is a bonus for the reader. I like the running footers so you always know what issue you are reading. I like the way the color is reversed for some articles, which makes for a very interesting looking newsletter. I find the table of contents helpful. I like the change in column layout. I also like the binder clip that signals the end of the article.

Issue 1 (Spring 2001) I like the pullout text for the articles. I didn't think the steaming cup enhanced the On the SIG article. It wasn't until you got to the last paragraph of the article that it even made any sense to you. I thought the photo of the book cover was a nice touch for The Book Rack article. There's a period missing after the first bullet item on page 1.

Issue 2 (Summer 2001) I like the photos and graphics in the beginning of the issue. I'd like to have seen more graphics. One of the articles is missing the binder clip.

Issue 3 (Fall 2001) Even though there's one photo in the issue, I wish there had been more graphics, photos, or tables to break up some of the text and make the newsletter more interesting.

Judge Number One

Nice body type and leading, but the type size of the titles is not consistent. This often made it hard to tell if an article was continuing or if a new article had begun.

The heavy rules between the columns are distracting. Try deleting them completely.

The double rules above and below the pull quotes appear to be headings of new articles. They are much too bold.

Judge Number Two

Best use of online media.

Judge Number Three

Simple, attractive page design for articles, with generous white space, limited scrolling, and liberal use of hyperlinks to related material.

Consistent look and feel for each page.

Easy navigability.

Suggestions for changes:

- ✓ The text on the top half of the home page seems overpowering; large type size with lines very close together. More space between article links would help.
- ✓ Found a considerable number of broken or obsolete links in two (Spring and Fall) issues.

Judge Number One

The type size in all the issues is a bit too small for my comfort, but it is readable. Both leading and white space are used well.

Judge Number Two

Overall, the newsletter layout is good. The color used in the newsletter as well as the paper is a bonus for the reader. I like the running headers and footers so you always know what issue you are reading. I find the table of contents helpful. I think you should make the STC logo a little larger so you can read the text.

Issue 1 (Vol. 7 No. 1) I like the pullout text for the articles. The artwork for the book review article is nice. I think a couple of photos could have been made the Member Profile article more interesting. There are inconsistencies of heading size for the articles on page 3, of "continued on" article title type font (italics) on pages 3 and 5, and of "continued from" text size on pages 8 and 9. The graphic text on page 9 is not clear.

Issue 2 (Vol. 7 No. 2) I like the photos even though they're not crisp. The reader has to flip pages a lot to finish reading an article. The column width could have been varied for article length. There's one typo, achieving, on page 6.

Issue 3 (Vol. 7 No. 3) There was a change from month and year to season and year for the newsletter volume information. I wish there are

been more graphics or tables to break up some of the text.

Judge Number Three

Two of the issues are listed by month. One is listed as the Fall issue and I would think that this adds clarity unless there are readers in the southern hemisphere. I would question whether "Vol. 7/No. 1/" adds much information and could be placed in a less conspicuous place in the newsletter.

In the Fall 2001 issue both indentation and space between paragraphs are used. Use one or the other but not both. The editor's column seems to be a rehearsal of the TOC without adding additional information. The screened bar at the bottom of the page should be dropped if the output device cannot reproduce it well. On page 5 the "continued from" should be below the horizontal bar.

Indented (the width of the type size) paragraphs for body text with no indentation in the first paragraphs or the paragraph after a heading and no additional space between paragraphs. What might be great for a marketing brochure with longer lines might not be so great for a newsletter. Studies continue to show that readability is enhanced with indented paragraphs and a type size close to 10 or 11 points, depending on the x height of the type style chosen.

Using small caps for initials and acronyms (SIG rather than sig) and eliminating the <http://www> where possible might give a smoother look also.

Judge Number One

The simple, clean design makes this newsletter visually refreshing and inviting. Graphics work well in article headers and the design effectively uses white space and rules.

Only two suggestions for making the document stronger:

- ✓ More generous use of illustrations for articles would enhance the newsletter's eye appeal.
- ✓ 2. Some of the clip art used with articles doesn't seem to tie in with the article topics, and sometimes it's hard to

determine the concept that the art is trying to convey.

Judge Number One

Layout is a bit cramped.

Graphic cues are consistent and helpful.

Spacing between each title/byline/body is inconsistent.

Lack of white space between text and graphical elements.

Judge Number Two

All issues: "INSIDE" doesn't line up with design element. Fall issue: photo not flush with base of table of contents. Winter issue: Borders don't align on page 5. Alignment problems on pages 2, 3, 6.

All issues: "INSIDE" should have even amount of white space surrounding it. Shrink margins and use space more evenly on each page. Looks odd to have alternating borders on text boxes. Page numbers inconsistently placed. Great format for title bar! Simple, and each element is easy to find.

Summer issue: Callout border too dark; detracts from text. Callout should relate to article in which it appears. Also, use a larger type or another style so that callouts stand out. Need more space between photo and unrelated text (page 4). Good use of ragged right.

Fall issue: Better callout would've been the first sentence of the article (page 1). Text too close to border (page 4).

Winter issue: Callout should relate to article in which it appears. Would be better not to have shadow box over photo. Articles on pages 2 and 3 were probably meant to be read across the two pages, but as page 3 is an insert and could get lost, it would have been better to note "continued on page x" so that the reader would know that the articles continue. Design line between these article is also too long.

Nice use of photos and captions. A byline for photographers would be nice and a plus for their portfolios and resumes. Summer issue: Bottom page 4 caption is confusing at first; suggest directing reader to photo location next time. Fall issue: Good photo; caption would be nice. Winter issue: Brief captions would be good for the book (page 1) and screen capture (page 4), as at first glance the latter looked like an ad. Top

photo on page 4 could have been cropped and sized more; also should have been on same page as related article. Maybe include names of those in photo. More manipulation of the photos could have helped with some of the design problems in this issue.

Summer issue: Editor's note at end of article would be better in smaller type and italicized to offset it from the article text; at least Editor's note is italicized. INSIDE background for the table of contents is a nice idea, but it should be lighter or fainter so it doesn't detract from the article titles (better in Fall issue). E-mail addresses on page 3 are too small. It would also be helpful to italicize URLs. Fall and Winter issues: Stick with sans serif font for headings. Member profile text is pretty small. It probably would have been better to shorten the article or to redesign the pages.

All issues: Text boxes too dark for photocopying. Discrepancies between table of contents titles and actual article headings; really annoying! Speckles in the paper are rather dark and distract from the text; good paper weight, though. STC logo and logotype are of poor print quality (except in Summer issue). Generally poor photo resolution, except in Fall issue. Good double-sided copying. Summer issue: Caption on page 4 is faint. Fall issue: Photo quality is very good. Limit page jumps or at least clarify them. Winter issue: Caption on page 4 is very faint. Shading quality in text box is poor (page 3). Several page jumps; also inadequate notification of them.

Judge Number One

The layout in the last two issues (after a redesign) is much more inviting to the reader.

Last two issues are easier to skim.

Art is used appropriately and is helpful, not distracting.

Inconsistent type sizes.

Judge Number Two

In the articles, I found the font too small to read without strain. Also, sans-serif fonts are recommended for onscreen reading. Other places, such as the Features and In Every Issue, the type size was huge, which added to the contrast and made the small type appear smaller.

A TOC of links for each issue would be helpful. Perhaps both a TOC and the Features and

In Every Issue links should be on one page. A TOC would also eliminate having to click In Every Issue and then navigate another list of links before finding something to read.

The soft green background color is a good choice; not distracting and the text is still readable.

Judge Number Three

No comments.

Judge Number Four

Clip art could be more evenly sized.

April issue: Headers and footers don't quite match due to stapling (also true in September issue). Suggest that bar has margins rather than extending across the entire page (or delete bars altogether). Course and titles should be closer on page 5. I'd have put "STC conference" on the first or second line, with hotel info on the third (page 5). Good ragged right. Last line should be moved up to end of prior line (page 2 sidebar). Sidebars leave a lot of empty space (white space is better on the pages where a graphic is included in the sidebar). Italics good for URLs. Inconsistent use of serif vs. sans serif fonts for headings. "Bulletin Board" and "Meet" should be same font as other headings. "Inside" style is OK as a lead-in to table of contents, but could be smaller. Speckled or spattered look is a bit dark and distracts from text. Good clear photos, which would be cropped slightly (about 1/4" on right side of each).

September issue: Heading offset from body text on page 1; should be flush. Mice nicer design for front page, especially the title bar. Good use of bullets. STC logo too close to text element. Callouts are good, but bold brackets are distracting. I'd delete the vertical bars too. Pages are too busy. Lines overused between elements in the same article or section. Italics and smaller type would help identify editorial information (page 7). Page edges a bit crunched. Too much dark shading for reproducibility. "mcfalr" should probably be "mcfall" on page 8. Faded text on page 6. Table of contents titles should match actual article titles (also true in December issue).

December issue: Don't use shaded boxes around author names. Kerning needs work with drop caps (pages 4, 6, 8). Sometimes text lines are too short or choppy; hyphenation would help. Small type and italics are good for editorial information (page 2). Type sizes inconsistent in headings (also true in September issue).

Typo “communicators” in right column on page 1.
Spacing problem on page 1.

Judge Number One

Text too close to rules and box borders;
visually distracting; inconsistent.

Header/footer graphic placement is
confusing.

Body text size is inconsistent.

Need page numbers in TOC.

Judge Number Two

STC logo and logotype would be better on the same line and in the title bar. Very good page design: information is well identified and delineated. Simple, well organized, inviting to the reader despite minimal graphics. Ragged right aids readability. Give a bit more space between graphic (coffee cup) and text. More space would also be helpful between some headings and body text, but the pages were probably designed so that everything would fit (doesn't detract from readability). Good use of bullets and spacing to separate text. Hyphenation might help to make line lengths more uniform, especially in sidebars. September issue could have used a related graphic or a quote/callout to fill in the extra white space on page 3.

November and January issues: Body text on same line as footer. Header and footer design would be better simply showing the newsletter title and issue (such as "November 2001"), and page number, without graphic design.

Font very readable and appropriate for headings and body text. Some inconsistency obvious in typeface for subheads, such as "Excerpt" (September issue), "Review" (November issue), and "Student Updates" (January issue). Sans serif would be preferable (such as under the "Contact Information," but I didn't judge down for this as the style is consistent among the newsletters. URLs would be more easily identified if they were italicized or underlined. Kerning might help prevent overlapped letters (worst offenders are "fi"), but this is not a huge problem.

STC logo and logotype should be of sharper quality, especially considering the crispness of the text and coffee cup graphic. The gray shading in the title bar, header, and footers looks sloppy. Photocopies have slight smudges at the edges,

which detracts from the professionalism of the newsletter. Page numbers in the table of contents would aid navigation. Excellent management of article sizes.

Judge Number Three

Typography is good, but page layout has no imaginative or artistic flair, and graphic elements are nearly non-existent. I suggest a consultation with someone in the art or art history department. Again, you can learn much by looking at newsletters from other student chapters, not to mention professional chapters and business employee or investor relations newsletters.

Judge Number One

May issue: Alignment problems on pages 1 and 3. Border problem on page 6.

May issue: Good use of white space around graphics. Good use of ragged right. Narrower column widths would be better (currently has inconsistent style). Tacks as end-of-story marks should be smaller and closer to end of article, preferably a space or two after end.

November issue: Bullets would be more effective than the double arrows or open quotes. November and December issues: Either use line between articles rather than under headings or don't use line at all. Increase number of columns to make text more inviting and readable. End-of-story marks would be better as another design element rather than as a bullet. STC logotype should go on same line as logo, preferably at the top of the first page. December issue: Align text to right of bullets so bullets stand out. Haiku bylines aren't as clean as the format in the November issue.

Keep logo away from other design elements. May issue: Nice photo. STC logo incorrectly used on last page. November issue: Graphics on pages 4 and 5 don't go well with the text. December issue: I don't understand the significance or relevance of the fish graphic on page 6.

May issue: Headings and bylines should be significantly different in size. November and December issues: Much better in sizing. Generally good use of italics, although this style is unnecessary in text box (border already emphasizes text; November issue page 3, December issue page 7). Return address is too large and shouldn't be in bold. Headings are an

Judge Comments

interesting font; reminds reader of the newsletter title with its slight serif "spur." Nice touch. November issue: Good use of underline for URLs (though inconsistently used) and of bold and italics for emphasis.

December issue: Some letters overlap; kerning might help, although the problem is probably inherent in the body text font. URLs could be identified better.

May issue: Table of contents titles don't all match article headings. STC logo, logotype, and spur reproduced poorly. Text boxes would be better without shading. Several dots from photocopier. Smudge. November and December issues: Spur, logo, and logotype quality much better but could still be sharper. Minimal jumps; good.

Judge Number Two

(2) Page Design was marked down because of the use of full-page-width columns, which are harder to read with this type size than if they had been presented in two or three columns.

(3) Art Quality — the photo and spur logo in issue 1 (May 2001) are appealing and appropriate, but the artwork on pp. 4 and 5 of that same issue are crude. The clip-art in issues 2 and 3 (November and December 2001) unimaginative, but the Japanese fish that adorns the pseudo-haiku is a nice touch.

The new U-shaped spur logo blends better with the new type face in the banner of issues 2 and 3, but I really like the old spur better, because it has more character. However, this opinion did not affect the scoring.

Overall, a very interesting

Statistical Comments

Judge AB

Great job on consistency.
Good article variety.
Watch the final editing.

Judge AB

Consider listing your Director-Sponsor's name and contact info.
Mission Statement should be updated.

Judge AB

The copy of the STC mission statement that you are using is out of date.

Judge AB

Pictures are a nice touch.

Judge AB

Your newsletter is full of interesting information.

Judge AB

Issues do not contain the Society mission statement. Very professional look and layout.

Judge AB

Place the STC mission statement closer to the logo or contact information to clarify the relationship. Also, your copyright information does not include the suggested statement regarding copyrights to submitted articles. Overall issues 2 and 3 are much improved over issue 1, which seems to be going through the motions.

Judge AB

Superb attention to detail! You didn't miss any required elements. Not only did you include, consistently, the vast majority of possible topics, you also included tasteful and appropriate humor. I thoroughly enjoyed your newsletter. A magnificent performance!

Judge AB

Though your newsletter is full of up-to-the-minute information, particularly about the computer industry, it lacks several essential elements. However, I really like that you consistently have numerous contributors, which gives each issue depth and variety. I am also impressed by the quality and number of technical articles in your publication, as well as the resume writing, job hunting, and interviewing tips. I can see that this newsletter is a valuable resource for chapter members.

Judge AB

Copyright does not include suggested statement regarding the copyright to submitted articles.

Judge AB

Your newsletter is full of interesting articles.

Judge AB

Not all of the essential elements were readily apparent (some were hard to find), or were strictly confined to the "newsletter" pages, but all elements were available within the chapter site.

The newsletter covers pretty much all the bases! Great effort.

Judge AB

Is the Society mailing address in the self mailer area also the SIG's mailing address? Not clear.

Reprint policy not mentioned in all issues.

Editor counted summary of discussion from the SIG listserv as a SIG activity. Since the listserv is a major part of this SIG's interaction, is that acceptable as an activity? I think of activities as actual meetings or events. But your membership is from all over, so meetings and discussions are held via the listserv. Yet, the activity is still "only email."

Summer issue - networking info not presented separately, but as part of Hot Topics. Cannot be counted twice.

I counted "Salary Survey Results" in issue 2 as Employment News.

Issues 2 and 3 contained an extra solid article that didn't fit into any categories.

Judge AB

I didn't count contest results as a book review. The only mention of a book is the title.

I counted the ad on page 7 as Educational News or Opportunities.

In issue 3, contest is not in Fall issue, but in Spring issue.

Logo on page 1 is smaller than 1/2 size.

Logotype omitted in issue 3 and Society name does not appear on page 1.

Judge AB

Great articles and photos, but STC mission statement is out of date. Review the rules regarding essential elements.

Judge AB

Chapter mission statement is a nice touch.

A lot of information in a little newsletter!

STC mission statement is out of date.

Judge AB

Very informative interviews, but lacks essential elements.