

**WEB & ENEWSLETTER
EDITORIAL CRITERIA FOR
CATEGORIES #102 – 103, 106 – 107, 110 – 111**

Please read the editorial profile for each entry before judging the entry.

Score your responses on a scale of one to ten in which:

1=unacceptable
7=above average

3=below average
9=very good

5=average
10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.

Place your single score for each entry in the "score" box on your judging form.

BEST WEB OR ENEWSLETTER ARTICLE

NOTE: In the following categories, keep in mind that "reporting" should be taken in its most general sense, i.e., the article in question need not be an investigative journalism piece. It may, for example, be an opinion piece or essay.

102, 106, 110 Article

- Is the article of particular timeliness or newsworthiness?
- Is the quality of reporting of the highest caliber?
- Is the content appropriate to the audience?
- Does the author have a distinctive voice?
- Is the style clear, lively and informative?
- Is it grammatically correct?
- Does the article demonstrate originality and creativity?
- Is the content interesting?
-

103, 107, 111 Best Regularly Featured Web, eNewsletter Column

- Is the content appropriate to the audience?
- Do the examples suggest that the department has a consistent style and tone?
- Does it have a clear focus?
- Are the samples interesting and lively?
- Are the topics varied from issue to issue within the confines of the department's intent?
- Could each sample stand on its own?