



DOTTIE ENEWSLETTERS
EDITORIAL CRITERIA FOR
CATEGORIES #324-327, #570, 572-573, #712-714, #810-812,840-842

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

3=below average

5=average

7=above average

9=very good

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.

324,570,712 BEST ENEWSLETTER

- 810,840
- Does the Enewsletter present timely news and information, meaningful to its target audience? Is the information conveyed quickly and easily understood?
 - Is it "contextual" in providing interrelated types of information regarding a common topic, theme or idea?
 - How do you rate the item summaries and teasers?
 - Do readers benefit from newsletter advertising and sponsored information and are they clearly labeled? Does the advertising content enhance the editorial content and provide value?
 - Is the layout and format clean and easy to read, follow, engage?

326,572 BEST ARTICLE, FEATURE ARTICLE AND
713, 811,841 BEST SERIES OF ARTICLES

- Is the content appropriate to the audience?
- Is the style clear, lively and informative?
- Is it grammatically correct?
- Does the article demonstrate originality, creativity or newsworthiness?

327,573 BEST REGULARLY FEATURED DEPARTMENT, SECTION OR COLUMN

- 714,812,842
- Is the content appropriate to the audience?
 - Do the three examples suggest that the department have 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 alone?