



WEB ONLY
EDITORIAL CRITERIA FOR
CATEGORIES #101-103, 105-107,109-115, 121-122,171-173

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.

101, 105, 109,112,113,171 Best Web Publication or eNewsletter

- Is the content appropriate and useful for Web users?
- Is the content "contextual" (meaning several different types of information collected around a common topic, theme, idea, all interrelated and linked)?
- Is the content easy to quickly digest and understand?
- Is the content the magazine online, or has it used the new product to heighten/extend/reformulate the company's relationship with its readers/users?
- Has the site leveraged the magazines informational resources and editorial expertise into creating a successful new product?

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, 110,114,121,172 Article

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

103, 107, 111,115,122,173 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?