



PRINT ONLY  
**CREATIVE EDITORIAL CRITERIA FOR  
 CATEGORIES #078 – 092, 095, 112 – 113**

Please read the editorial profile stapled to the back of each 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 sheet.**

**78 – 81      BEST FEATURE ARTICLE AND  
 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?

**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 be, for example, an opinion piece or essay.**

**82 – 83      BEST HOW-TO ARTICLE**

- Is the content appropriate to the audience?
- Are the directions (or general advice) clear and explicit?
- Is information presented logically?
- Is the article well balanced?
- Is the topic fully covered?
- Do the visuals, if any, relate logically?
- Are the visuals, if any, comprehensive?
- Is the source of information clearly identified?

**84 – 85      BEST INTERVIEW OR PROFILE**

- Is the content appropriate to the audience?
- Is the interview clearly focused?
- If the article is Q&A, do questions proceed clearly and logically?
- Are the questions interesting and well stated?
- Are topics raised by specific questions thoroughly explored in follow-up questions?
- Does the introduction, if any, supply the background necessary to understand the subsequent questions?
- If the piece is a profile, do you get a sense of who the person is as a whole, such as his or her physical characteristics, mannerisms and so on, as well as professional experience, opinions and/or philosophy?
- Is the writer skillful at weaving quotes into the material or are there large blocks of quotes followed by large blocks of text?
- Is the fact the magazine obtained the interview noteworthy?

- 86 – 87     **BEST SIGNED EDITORIAL OR ESSAY**  
 → Is the content appropriate to the audience?  
 → Is the opinion expressed supported by coherent, logical arguments and/or facts?  
 → Does the author make his or her point(s) effectively and in an interesting manner?  
 → Does the author have a clear and distinct viewpoint?
- 88 – 89     **BEST REGULARLY FEATURED DEPARTMENT, SECTION OR COLUMN**  
 → 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?
- 90           **BEST PUBLIC SERVICE SERIES OR ARTICLE**  
 → Is the content appropriate to the audience?  
 → Is the article(s) well written and objective?  
 → Is information presented in such a way that it clearly is in the audience's best interest and not the magazine's?  
 → Has the entrant identified a cause and effect between the article and results?
- 91 – 92     **BEST NEWS STORY**  
 → Is the article of particular timeliness or newsworthiness?  
 → Is the quality of reporting of the highest caliber?  
 → Is the author's style clear, coherent and logical?  
 → Is the article grammatically correct?  
 → Is it interesting?
- 95           **BEST TABLE OF CONTENTS**  
 → Does the table of contents reflect the interests of the audience?  
 → Does it do a good job of summarizing the contents of feature articles and are major articles identified as such?  
 → Does the page make the text intelligible?
- 112– 113   **SPECIAL THEME ISSUE**  
 → Is the theme appropriate to the issue?  
 → Do the various articles deliver, i.e., do they examine the various aspects of the theme as the article titles promise?  
 → Do the articles explore the theme without overlap and duplication?  
 → Do you get a balanced picture of the theme throughout the articles?  
 → Is the theme well thought out and substantial, or is it superficial and gimmicky?