

## **DIGITAL EDITION & TABLET EDITORIAL CRITERIA FOR CATEGORIES #112 – 113, 119 – 120**

**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 sheet.**

### **112, 119 Best Digital Edition or Tablet Publication**

- How well does the writing communicate the content to the reader?
- Are the articles appropriate, useful, and/or entertaining?
- Do the articles have interesting, attention-getting leads?
- Are the articles original and well written and do they have a unique style and/or voice?
- Do the articles convey a passion for their subject matter?
- Is the text clear, easy-to-read and grammatically correct?
- Does each story have a distinct "voice," or is the editorial tone repetitive?
- How successful are the editorial devices (links, expandable rich-media content, table of contents, titles, subtitles, call-outs, sidebars, captions, etc.) at drawing the reader into the editorial and clarifying content?

### **113, 120 Best Digital Edition or Tablet Publication of a Print Publication**

- How well does the writing communicate the content to the reader?
- Are the articles appropriate, useful, and/or entertaining?
- Do the articles have interesting, attention-getting leads?
- Are the articles original and well written and do they have a unique style and/or voice?
- Do the articles convey a passion for their subject matter?
- Is the text clear, easy-to-read and grammatically correct?
- Does each story have a distinct "voice," or is the editorial tone repetitive?
- How successful are the editorial devices (table of contents, titles, subtitles, call-outs, sidebars, captions, etc.) at drawing the reader into the editorial and clarifying content?
- Do the photos and illustrations summarize the overall sense of the articles, or do they merely decorate the pages?
- Are the cover lines and headlines compelling and well-written?
- Is the flow of the articles easy to follow?

**If you are judging a special theme also consider:**

- Is the theme appropriate to the issue?

- Do the articles examine and explore various aspects of the theme?
- Is the theme well thought out or superficial?