

## SUNYCUAD Awards for Excellence Program

### Rating Sheet

#### 7. EXCELLENCE IN NEWS WRITING

Five individual news releases representative of the scope and variety of your news service staff writing will be reviewed. Submit entries in one of the following subcategories:

**a. General news writing:** Staff-written news items intended for the external general news media;

**b. Research and other technical news writing:** Staff-written material targeted to external research and trade media. Topics may relate to any field, including medical and natural sciences, social sciences, humanities, arts, and technical or vocational disciplines.

All entries must include a brief abstract (maximum of four pages) describing the program, program goals and objectives, audience, budget and staffing, and response and/or results.

Criteria	Rating 1-5, with 5 being highest
Overall Quality	
Clarity of Writing	
News Judgment	
Success in meeting stated goals and objectives taking into consideration the investment of resources	