

2018 Benjamin Franklin Awards™
Book Evaluation - Editorial

PLEASE POST your scores and comments online. **A link to the online judging form will be sent to you by e-mail.** Please use these paper forms as worksheets and keep them as backup should you need to send them to IBPA. Please focus on the editorial elements only. There is a separate design judge for this category, please focus on editorial only.

Evaluate the editorial treatment objectively, whether or not you agree with the author's point of view or style of expression or idiom. Observations and suggestions should be provided on the back of this form and transferred online so entrants understand why they are receiving the scores they receive. Score your responses on a scale of 10 to 1 in which **10=perfect, 9=very good, 8=good, 7=significantly above average, 6=above average, 5=average, 4=below average, 3=significantly below average, 2=poor, 1=very poor.** Please consider each topic independently and offer an appropriate score and comments for that topic. It is important to offer appropriate scores on each topic so we are able to determine the overall winners and so entrants can work to improve future editions of their books.

Book title _____

Category number and name _____

Circle the appropriate number or statement at the right (note numeric definitions above).

APPROPRIATENESS FOR CATEGORY

- Is the book appropriate for this category?

YES SOMEWHAT NO

GENERAL/ESSENTIALS

- Does the book have a title page?
- Does the book have a copyright page?
- Does the front matter, back matter or jacket copy include info about the author?
- Does the back cover include an EAN barcode with human-readable price and 13-digit ISBN?
- Is the book competitively priced with other books in this category?

YES SOMEWHAT NO

If you answered yes to all five questions to the left, please circle YES; 3-4=SOMEWHAT; 0-2=NO

WRITING

- Content should be well written and in a style that is appropriate to the book's genre and topic. Content including facts presented, names, dates, and timelines, must be consistent and accurate.

10 9 8 7 6 5 4 3 2 1

MECHANICS/ORGANIZATION

- Mechanics: Rate the mechanical correctness of the copy regarding grammar, spelling, punctuation, etc. (While judges can't be expected to read every word of every book, they will perform tests on several randomly selected passages)
- Organization: Is the text well organized (with beginning, middle, and end) and does it flow easily to allow comprehension and interest by the intended audience?

10 9 8 7 6 5 4 3 2 1

CLARITY

- Title: Does the title (and subtitle) define the book clearly?
- Interior Graphics: If used, are tables, charts, maps, diagrams, graphs, illustrations, photographs, or other illustrative material well designed and understandable, and do they enhance the clarity of the material?
- Cover: Does the cover design relate to the title and does it evoke a positive response?

10 9 8 7 6 5 4 3 2 1

OVERALL REACTION

- After looking through the book and reading all or a good portion of it, rate your reaction to the quality of the writing, the information, and the tone of the writing. Is the subject presented in an interesting, knowledgeable, and complete way? (While judges can't be expected to read every word of every book, they will perform tests on several randomly selected passages)

10 9 8 7 6 5 4 3 2 1

TIE BREAKER

- Please rank just the top 10 books compared to the others in this category, with #1 being the best in the group and #10 being the 10th best.

I rank this book # _____
Only rank the top 10, with #1 being the best in the group

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PLEASE COMPLETE YOUR JUDGING NO LATER THAN FEBRUARY 28, 2018