

NEWSLETTER COMPETITION GUIDELINES

The Awards committee invites all Detachments to participate in the Department Newsletter Competition.

The Awards Committee will use the attached Judging Criteria. To participate, submit one copy of your best three (3) newsletters to the Awards chairperson by noon on the opening day of the Department Convention. The Department presents one award regardless of the Detachment size.

Detachments are encouraged to also participate in the National Newsletter Competition. Send a copy of your three (3) best newsletters to the National Convention.

The deadline and address for submission can be obtained from either the Department or National. National presents awards in two categories; Detachments with fewer than 100 in Membership and Detachments with more than 100 in membership. All participants in the National Competition will receive a certificate of participation.

Newsletter Judging Criteria

Criteria	Points
Commandant's Name - Prominently displayed? (4 Max)	
On front, large print, in a listing of officers or by itself.	4
On front, smaller print, in a listing of officers or by itself.	3
Inside (page 2) Large print, near top, in a listing of officers or by itself.	2
Inside small print - hard to find.	1
Editor's Name - Is the editor's name displayed? (4 max)	
On front, listed as Editor, near top, address and phone number listed.	4
On front, listed as Editor, near top, phone number listed.	3
On front, listed as Editor, name only.	2
Inside, small print - hard to find.	1
Detachment Name & # or Department Name - Is the Detachment or Department's name & # prominently displayed? (4 max)	
On front at very top, large print and in a pleasing style.	4
On front at very top, large print, no style.	3
On front near top, small print with a pleasing style.	2
On front, small print - no style.	1
Newsletter Name - Is the newsletter's name prominently displayed? (4 max)	
On front at very top, large print and in a pleasing style.	4
On front at very top, large print, no style.	3
On front very top, small print with a pleasing style.	2
On front at very top, small print - no style.	1
Date of Newsletter - Is the newsletter's publication date displayed? (4 max)	
On front, near top, large print and easy to read.	4
On front, near top, small print and easy to read.	3
On front, in middle or near bottom, large print and easy to read.	2
On front, in middle or near bottom, small print and easy to read.	1
History & General Information Articles - Does the newsletter contain historical or general interest articles? (5 max)	
Each article one point	
Community, Detachment & Department Activities - Are individual events and activities (complete or planned) publicized? (10 max)	
For each upcoming event.	1
For reporting the outcome of that event after the date of that event.	1
National and/or Division Information - Does the newsletter relay National and Division information? (10 max)	
Each article up to five points. No points for repeat items.	1
For reporting the outcome of that event after the date of that event.	1
Each article up to five points. No points for repeat items.	
Detachment Membership Renewals - Does the newsletter promote membership and renewal efforts? (5 max)	
Listing members due for the month.	1
Listing members past due.	1
Listing new members or article welcoming them into Detachment.	1
Some type of incentive for recruiting new members.	2

Department Membership Renewals - Does the newsletter promote membership and renewal efforts? (5 max)	
Listing Department's annual renewal goal and % achieved	1
Listing of new members gained by Detachments	1
Listing new members or article for welcoming them into Department	1
Some type of incentive for recruiting new members.	2
Public Service Information - the newsletter publicize VAVS, TFT, YM, Community Does Service, Youth Physical Fitness and similar programs or activities and involvement? (5 max)	
Each article up to five points. No points for repeat items.	1
Awards - Does the newsletter publicize member's awards or achievements or the Detachment/ Department's awards or achievements that have been received? (5 max)	
Each item. (Presentation of any awards that are given to non-members or business are COMMUNITY ACTIVITIES.)	1
Calendar of Events - Are future events and activities publicized? (5 max)	
A listing of upcoming events by itself and displayed with large print. Point of contacts listed with phone or email addresses.	5
A listing of upcoming events by itself and displayed with smaller print. Point of contacts listed, no phone or email addresses.	4
A listing of upcoming events by itself and displayed with very fine print. No point of contact listed.	3
A listing of upcoming events by itself and you have to hunt for it.	2
Some mention of upcoming events	1

Clarity - Are articles accurate, complete, and easily understood? (5 Max)	
Accuracy	1
Complete	2
Easily understood	2

Graphics & Photos - Does the newsletter make use of graphics and photos? (5 max)	
For clear and recognizable photos and graphics	5
Uses graphics & black and white photos.	4
Uses graphics extensively	3
Uses some graphics, but fuzzy or blurry and hard to see	2
Uses cartoons or the Detachment Letterhead Stationary.	1
Overall Appearance - Does the newsletter look "professional"? Is it appealing to the eye? (25 max)	
Outstanding Style and Appearance	23-25
Excellent Style and Appearance	18-22
Good Style and Appearance	11-17
Two or more pages but looks more like a letter	5-10
One page in a letter type format	1-4
Maximum Total Points	95

(Enclosure 1)