

DEPARTMENT OF MISSOURI ADMINISTRATIVE PROCEDURES

Enclosure F.

Department of Missouri Newsletter Competition Award Submission Instructions

This award shall be presented to a Detachment of the Department of Missouri, Marine Corps League, that best meets the Newsletter Criteria on the attached sheet.

Each participating Detachment shall select three (3) of their newsletters published between 1 March and 1 March of the year preceding the Department Convention, and submit them for judging.

Copies of your newsletters shall be placed in a sealed envelope and addressed to "Chairman, Department of Missouri - Newsletter Committee". Enclose the Newsletter Information Sheet in the same envelope. This envelope should then be mailed or delivered in person to the Newsletter Committee Chairperson or Department Sr. Vice Commandant no later than the date of the March Department Staff meeting prior to the next Department Convention.

It shall be the duty of the Department Sr. Vice Commandant to insure that the newsletters submitted by the above deadline are in turn delivered to the Newsletter Committee Chairperson, if not present at the staff meeting.

The Newsletter Committee Chairperson shall forward the name of the winning Detachment to the Department Sr. Vice Commandant in a timely manner so that the appropriate plaque can be prepared and presented at the June Department Convention.

Attachments: *(1) Newsletter Competition Information Sheet*
(2) Newsletter Judging Criteria

Attachment (1)

Newsletter Competition Information Sheet

Newsletter Name: _____

Detachment Name: _____

Detachment Number: _____

Detachment Commandant Name: _____

No other cover letter is required.

Send only three (3) newsletters.

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 (page 2) small print - hard to read.	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 (page 2) small print - hard to read.	1
Detachment 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 very top, small print with a pleasing style.	2
On front at very top, 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.	
National and/or Division Information - Does the newsletter relay National and Division information? (5 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
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 for 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 Detachment's annual renewal goal and % achieved	1
Listing of 11 of new members gained by Detachment	1
Listing new members or article for welcoming them into Detachment	1
Some type of Incentive for recruiting new members.	2
VAVS Information - Does the newsletter publicize VAVS 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 achievement 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 monthly calendar with events or activities on it.	5
A listing of upcoming events by itself and displayed with large print.	4
A listing of upcoming events by itself and displayed with smaller print.	3
A listing of upcoming events by itself and displayed with very fine print.	2
A listing of upcoming events by itself and you have to hunt for it.	1

Points of Contact - Are points of contact listed for events and activities? (5 max)	
A person's name and phone number for that event or activity. For future events or activities. No repeat items.	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 photos and graphics, but fuzzy or blurry and hard to see	4
Uses graphics extensively	3
Uses some graphics	2
Uses cartoons or the Detachment Letterhead Stationary with	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 =	100