

2019 NEWSLETTER JUDGING CRITERIA

<i>CRITERIA</i>	<i>POINTS</i>
Commandant's Name - Prominently displayed?*	(4 Max)
On front, large print, in a listing of officers or standing alone.	4
On front, smaller print is a listing of officers or standing alone.	3
Editor's Name - Prominently displayed?*	(4 Max)
On front, large print, in a listing of officers or standing alone.	4
On front, smaller print is a listing of officers or standing alone.	3
Detachment Name & Number, or Department Name – Is 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 or attractiveness.	3
Newsletter Name – Is there Name for the Newsletter and is it Prominently displayed?*	(4 Max)
On front, near the top, large print, and easy to read.	4
On front, near the top, small print, and easy to read.	3
Date of Newsletter – Is the Newsletter's Publication Date Displayed?*	(4 Max)
On front, near the top, large print, and easy to read.	4
On front, middle or bottom of page, large print and easy to read.	3
History & General Information Articles – Does the Newsletter Contain Historical or General Interest Articles?	(5 Max)
Each Article Earns One (1) Point	0 – 5
Community, Detachment & Department Activities – Are Individual Events/Activities (planned or completed) Publicized?	(10 Max)
For Each Upcoming Event - Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
For Reporting the Outcome of that Event after the Event Date - Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
National and/or Division Information – Does the Newsletter Relay National and/or Division Information?	(10 Max)
Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
For Reporting the Outcome of That Event after the Event Date Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5

*Any Judging Criteria category that does not fit into either of the 2 options for scoring, shall receive only 1 (one) point, unless the option is completely missing, in which case there shall be 0 (zero) points received for this category; e.g. No Editor name is listed on the Front Page would earn 0 (zero) points towards a final score total.

<i>CRITERIA</i>	<i>POINTS</i>
Detachment or Department Membership Renewals – Does the Newsletter Promote Membership and Renewal Efforts?	(10 Max)
Membership Statistics, i.e., Total Members (Regular, Associate, Active Duty & Life), and Annual Renewal Goal and Percentage Achieved of That Goal.	4
FOR DEPARTMENT PUBLICATIONS – Listing of New Members Gained by Detachment.	3
Article Welcoming New Members to the Detachment – This Can Include Transfers.	2
Posting Incentive for Recruiting New Members & Monthly/Year-End Winner(s).	1
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 Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
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 Earns One (1) Point (Up to 5 Points Total). (Presentation of any awards that are given to non-members or businesses are considered COMMUNITY ACTIVITIES.)	0 - 5
Calendar of Events - Are future events and activities publicized?	(4 Max)
A listing of upcoming events by itself and displayed with large print. Points of Contact listed with phone or email addresses.	4
A listing of upcoming events by itself and displayed with smaller print. Points of Contact listed, but no phone or email addresses.	3
Clarity - Are articles accurate, complete, and easily understood?	(5 Max)
Accuracy	2
Completeness	2
Easily Understood	2
Graphics & Photos - Does the newsletter make use of graphics and photos?	(5 Max)
Uses clear and recognizable photos and graphics.	5
Uses graphics & clear 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 Stationery.	1
Overall Appearance - Does the newsletter look "professional"? Is it appealing to the eye?	(25 Max)
<i>Outstanding Style and Appearance.</i>	23 – 25
<i>Excellent Style and Appearance.</i>	18 – 22
<i>Good Style and Appearance.</i>	11 – 17
<i>Two or more pages but looks more like a letter.</i>	5 – 10
<i>One page in a letter type format.</i>	1 - 4

Maximum Total Points	105
Scored Total Points	
Reviewer's Initials	
Date Reviewed	
Notes:	