



Elizabeth S. McCleaster
National Newsletter Committee
Marine Corps League

05 August 2019

To: Wendell W. Webb, National Commandant

Subject: National Newsletter Committee Report

Cc: Newsletter Committee Staff:

William Ober, Huntington, NY

J.D. Sparks, Crestwood, KY

Larry Malby, Great Falls, MT

Bill Citelli, Smyrna, TN

Dianna Grantham, AL

The Committee processed 141 newsletters from 47 Detachments and Departments prior to the National Convention. Awards will be presented to 13 Winners nationwide at the National Convention in Billings, MT. Certificates of Participation will be distributed to all who participated in the Marine Corps League National Newsletter Competition via a mailing to all appropriate Division Vice Commandants no later than 30 August 2019. A final list of winners for the 2019 Competition will be posted to the National Website shortly after the end of the National Convention.

This year's group of participants represented a 35% increase in overall participation to the 2018 Competition. It is the Committee's goal to increase this overall participation by another 40% for the 2019/2020 Competition. To accomplish this, there are several elements that will have to come together, not the least of which is an up-to-date National website component. I believe we all have to agree that our National website has become a stellar tool for our members and our prospective members. It will also include the active involvement of the National Division Vice Commandants, as well Department and Detachment Commandants.

Once again, we had a number of first-time participants this year, as well as a few who haven't participated in a number of years. Commencing late September 2019, Dianna Grantham and I will be reaching out to each individual Detachment and Department via letter to encourage their participation in next year's Competition and to solicit any ideas/complaints re: previous competitions; i.e., what would motivate their unit to participate. Additionally, Dianna and I along with the other members of the Committee are going to take a serious review of the judging criteria form and, perhaps, create one for those newsletters that are 4 pages or less. Then J.D. Sparks and I will be preparing a "How To" information piece to send out to the Editors with the usual correspondence commencing the Competition process.

Finally, a well-done newsletter, even relatively small in size, can serve as an excellent marketing tool for the Detachments and Departments within the jurisdictional areas where they are distributed.

Newsletters are how our Detachments and their members stay in touch, they can encourage a pride in their organization and the work that it does, and the collective communication of those pieces of information expands exponentially as the chain of command is followed all the way to the top.

What better way to reward the efforts of those who seek to bring each member of the Marine Corps League into the totality of our association, than a coherent communications vehicle, e.g., a Newsletter.

Semper Fidelis

Respectfully submitted,

Elizabeth S. McCleaster, Chair
National Newsletter Committee
Marine Corps League

cc: Dennis Tobin
File
MCL National Newsletter Committee Members