NEWSLETTER JUDGING CRITERIA

CRITERIA	POINTS
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
Inside (pg 2), large print, near top of page, in a listing of officers or standing alone.	2
Inside, small print – hard to read or find.	1
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
Inside (pg 2), large print, near top of page, in a listing of officers or standing alone.	2
Inside, small print – hard to read or find.	1
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
On front at very top, small print, and in a pleasing style.	2
On front, small print, no style or attractiveness.	1
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
On front, middle or bottom of page, large print and easy to read.	2
On front, middle or bottom of page, small print and easy to read.	1
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.	2
On front, middle or bottom of page, small print and easy to read.	1
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 Report 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

CRITERIA	POINTS
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.	5
FOR DEPARTMENT PUBLICATIONS – Listing of New Members Gained by Detachment.	4
Listing of Members Due for the Month*	3
Listing New Members or Article Welcoming Them 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?*	**(5 Max)**
A listing of upcoming events by itself and displayed with large print. Points of Contact listed with phone or email addresses.	5
A listing of upcoming events by itself and displayed with smaller print. Points of Contact listed, but no phone or email addresses.	3
A listing of upcoming events by itself and displayed with very fine print. No point of contact listed.	1
Clarity - *Are articles accurate, complete, and easily understood?*	**(5 Max)**
Accuracy	1
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 & 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)**
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	105
Scored Total Points	
Reviewer's Initials	
Date Reviewed	
Notes:	