NEWSLETTER JUDGING CRITERIA

<u>CRITERIA</u>	<u>POINTS</u>
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	(A.D.4)
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 – <i>Is there Name for the Newsletter and is it</i> 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

Detachment or Department Membership Renewals – Does the Newsletter Promote Membership and Renewal Efforts?	<u>CRITERIA</u>	<u>POINTS</u>
Membership Statistics, i.e., Total Members (Regular, Associate, Active Duty & Life), and Annual Renewal Goal and Percentage Achieved of That Goal. FOR DEPARTMENT PUBLICATIONS – Listing of New Members Gained by Detachment. Listing of Members Due for the Month* 3 Listing New Members or Article Welcoming Them to the Detachment – This Can Include Transfers. Posting Incentive for Recruiting New Members & Monthly/Year-End Winner(s). Public Service Information – the newsletter publicize VAVS, TFT, YM, Community Does Service, Youth Physical Fitness and similar programs or activities and involvement? Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles. Awards – Does the newsletter publicize member's awards or achievements that have been received? 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.) Calendar of Events – Are future events and activities publicized? A listing of upcoming events by itself and displayed with large print. Points of Contact listed with phone or email addresses. A listing of upcoming events by itself and displayed with smaller print. Points of Contact listed, but no phone or email addresses. A listing of upcoming events by itself and displayed with very fine print. No point of contact listed. Clarity - Are articles accurate, complete, and easily understood? Graphics & Photos - Does the newsletter make use of graphics and photos? Uses clear and recognizable photos and graphics. 5 Max) Uses graphics extensively. Uses graphics black and white photos. 4 Uses graphics black and white photos. 4 Uses graphics extensively. Uses graphics extensively. 1 Overall Appearance – Does the newsletter look "professional"? Is it appealing to the eye? Outstanding Style and Appearance. Excellent Style and Appearance. 11 – 17 Two or more pages but looks more like a letter.	·	(10 Max)
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Two or more pages but looks more like a letter. 5 – 10	Excellent Style and Appearance.	18 – 22
	Good Style and Appearance.	11 – 17
One page In a letter type format. 1 - 4	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:	