

Newsletter Judging Criteria

| Criteria | Points |
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| 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 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, small print - hard to read. | 1 |
| Detachment & Det, # 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, 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, 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. | 1 |
| National and/or Division Information - Does the newsletter relay National and Division information? (10 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 |
| Each article up to five points. No points for repeat items. | |
| 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 welcoming them into Detachment. | 1 |
| Some type of incentive for recruiting new members. | 2 |

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| Department Membership/Renewals - Does the newsletter promote membership and renewal efforts? (5 max) | |
| Listing Department's annual renewal goal and % achieved | 1 |
| Listing of new members gained by Detachments | 1 |
| Listing new members or article for welcoming them Into Department | 1 |
| Some type of incentive for recruiting new members. | 2 |
| 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 up to five points. No points for repeat items. | 1 |
| 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. (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 listing of upcoming events by itself and displayed with large print. Point of contacts listed with phone or email addresses. | 5 |
| A listing of upcoming events by itself and displayed with smaller print. Point of contacts listed, no phone or email addresses. | 4 |
| A listing of upcoming events by itself and displayed with very fine print. No point of contact listed. | 3 |
| A listing of upcoming events by itself and you have to hunt for it. | 2 |
| Some mention of upcoming events | 1 |

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| Clarity - Are articles accurate, complete, and easily understood? (5 Max) | |
| Accuracy | 1 |
| Complete | 2 |
| Easily understood | 2 |

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| Graphics & Photos - Does the newsletter make use of graphics and photos? (5 max) | |
| For 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 Stationary. | 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 = | 95 |