

Department of Florida, Marine Corps League
Detachment Newsletter Competition

Competition Judging Committee:

Chairman: Department Senior Vice Commandant

One to Three (optional) other members from non-participating detachments, some suggestions include but not required are; Preceding years winning Newsletter's Editor, Commandant of the Detachment, preceding winning Newsletter, Adjutant of preceding years winning Newsletter.

Details for participation in the Department Newsletter Competition are as follows:

All active Detachments in good standing will be eligible to compete in the competition program, with the exception of the winning detachment from the preceding year.

The Detachment Newsletter must have been published for at least one year.

Three (3) detachment Newsletters for the current fiscal year, June 1st through May 31st are required for judging.

Entries do not require a "cover letter" but entries **must** be under cover of a completed form titled: **NEWSLETTER COMPETITION INFORMATION SHEET**. (See page two)

The Newsletter Competition Information Sheet will specify the dates of the specific Newsletters submitted for judging.

All competition participants are required to submit entries by US Mail, postmarked no later than May 15th.

No email entries will be accepted without prior consent of the chairman.

The Department of Florida's Newsletter Scoring Criteria will be used for all judging and can be found on the Department Website.

The Newsletter Competition Committee will complete judging with due diligence, and the winning detachment will be announced at the Department Convention.

NEWSLETTER COMPETITION INFORMATION SHEET

Detachment Name: _____

Detachment Number: _____

Name of Newsletter Editor(s): _____

Detachment Commandant's Name: _____

Newsletter(s) Dates: _____

GUIDELINES FOR NEWSLETTER COMPETITION

Competition Guidelines:

Detachments within the Department of Florida (DoF) are encouraged to produce informative Detachment Newsletters monthly, to keep all Detachment members informed, enhance retention, and facilitate recruitment. Newsletters foster healthy communications between MCL members and others who may read them. To promote the development of productive and positive Newsletters, this competition was developed to recognize the best Detachment Newsletters within the DoF.

All Detachments should have an appointed Newsletter Editor - **Marine Corps League Guidebook for Detachment Officers: Beginning in the Guidebook's Part II – Detachment Information – Section 2.6 – Duties of Detachment Officers – Newsletter Editor, on page 69: NEWSLETTER EDITOR** – Communication is vital to the life of a Detachment. The most common way of keeping in touch with members, Marines, and other Detachments are through a newsletter. A lot of information about meetings, events, members, and other news can be included on a monthly basis. This form of communication may be the only information a member receives about what is going on in the Detachment. Without it, members may not have a reason to attend meetings or events, or to remain members of the Detachment. The Editor should solicit articles from Officers and members, and should also search out pertinent information of interest that should be included, including a calendar of events of Detachment activities.

Judging Criteria:

The Newsletter Judging Criteria, based upon the MCL 'national' competition criteria, does more than establish standards for judging, it makes an outline of what an editor should look for in developing a Newsletter that is both interesting and informative.

Why do we do Newsletters? It is vital to the life of the detachment. It is the most common way of keeping in touch with members, Marines and other Detachments. Information about meetings, events, members and other news is disseminated on a monthly basis. This may be the only means that some members have in staying in touch. It should give members a reason to attend meetings and events, or even a reason for staying with the Detachment.

Finally, it is a means for the officers of the Detachment to make the members aware of goals and achievements of the Detachment and encourage participation.

The Newsletter Judging Criteria can be broken down into several segments.

The first five criteria comprise the Who: Is the name of the Detachment, its number and the name of the Newsletter clearly and pleasingly displayed? Are the Commandant and the Editor's names plainly and clearly displayed, along with their contact information, be it by phone or email or both? You don't want to make it difficult for a member to contact the persons responsible so that they can pass on corrections, questions and information. It should be easy for a newsletter to garner 20 quick and easy points.

Now, we're looking at the what - the guts of the Newsletter. What do we need to pass on to the readers? There should be stories about National, Division, Department and Detachment issues. If the editor is not receiving information from these important divisions, get on the phone or the Internet and ask/seek them.

We should be passing on articles about History, General Information and Community activities.

Detachment membership is very important to every unit and we should be publishing membership renewal activities, who has lapsed or is in danger of lapsing, current numbers and roster information. Are there rewards for recruiting? There should be incentives.

Public Service has been combined so that just about any activity, such as Toys For Tots, Young Marines, VAVS, Youth Physical fitness and community service is given credit in this segment.

Awards to members and awards to community figures should get a big splash.

Calendar of Events: It used to be that a page, looking like an actual calendar, was the recognized way of keeping members informed of coming events. But, if the calendar shows nothing more than the upcoming meeting next month, it has taken up valuable space. By the same token, if the editor has chosen to include historical data on each day, then the meeting and other important events get lost in the clutter. So, a simple agenda, probably in the same place each month and even set off in a frame or a box, will be the most useful.

What is missing from most Calendars and Agendas? Whom do you contact to get more information, sign up, buy tickets, and make reservations? The Contact Person's, name, phone number and/or email address is very critical and one of the most ignored items.

Graphics and Photos: Oh, good taste, where art thou? Good, clear photos are highly prized. Even in black and white. Identify who is in the pictures and what they are doing. What is the event? Graphics run the gamut from a few and not bearing a relation to the article to being a garish cartoon. Good taste should always be the consideration.

Finally, Overall Appearance: This is where the Judge can sit back and look at the overall appearance and have some points to play with. There are newsletters that may not have all the neat stories you would like to see, but are still so well done that you believe they deserve a better score. Wide latitude here.

NEWSLETTER COMPETITION JUDGING SCORING CRITERIA
DEPARTMENT OF FLORIDA - MARINE CORPS LEAGUE

Criteria:	Points:	Criteria:	Points:
Commandant's Name - Prominently displayed? (circle score below)	(4 Max)	Commandant's (or Editor's) Corner – Prominently displayed? (circle score below)	(5 Max)
On front, large print, in a listing of officers or by itself.	4	Prominent placement with stellar quality editorial content and an identifying photo of the author.	5
On front, smaller print, in a listing of officers or by itself.	3	Prominent placement, with stellar quality editorial content.	4
Inside page, large print, conspicuous, in a listing of officers or by itself.	2	Easy to find, with some quality content.	3
Inside, small print - difficult to read/find.	1	Easy to find with fair editorial content.	2
		Not easily found with little or no real content.	1
Editor's Name – Prominently displayed with contact information? (circle score below)	(4 Max)	Public Service Information - Does the newsletter publicize VAVS, TFT, YM, Community Does Service, Youth Physical Fitness and similar programs or activities and involvement?	(5 Max)
On front, listed as Editor, near top, address and phone number listed?	4	Each article earns one (1) point toward maximum.	—
On front, listed as Editor, near top, phone number listed.	3		
On front, listed as Editor, name only.	2		
Inside, small print - difficult to read/find.	1		
Detachment & Detachment number, or Detachment & Department's names prominently displayed? (circle score below)	(4 Max)	Awards - Does the newsletter publicize member's awards or achievements or the Detachment's/Department's awards or achievements that have been received?	(5 Max)
On front at very top, large print and in a pleasing style.	4	Each item earns one (1) point toward maximum. (Note: Awards given to non-members or business entities are Community Activities)	—
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? (circle score below)	(4 Max)	Calendar of Events - Are feature events and activities publicized? (circle score below)	(5 Max)
On front at very top, large print and in a pleasing style.	4	A listing of upcoming events by itself and displayed with large print. Point of contacts listed with phone or email addresses.	5
On front at very top, large print, no style.	3	A listing of upcoming events by itself and displayed with small(er) print. Point of contacts listed without phone or email addresses.	4
On front very top, small print with a pleasing style.	2	A listing of upcoming events by itself and displayed with very fine print. No point of contact(s) listed.	3
On front, small print - no style.	1	A listing of upcoming events by itself, but you have to hunt for it.	2
		Some mention of upcoming events.	1
Date of Newsletter - Is the newsletter's publication date displayed? (circle score below)	(4 Max)	Clarity - Are articles accurate, complete, and easily understood? (circle score below)	(5 Max)
On front, near top, large print and easy to read.	4	Accuracy; apparently consistent.	1
On front, near top, small print and easy to read.	3	Completeness; apparently consistent.	2
On front, in middle or near bottom, large print and easy to read.	2	Easily understood material; apparently consistent.	2
On front, in middle or near bottom, small print.	1		
History & General Information Articles - Does the Newsletter contain historical or general interest articles?	(5 Max)	Graphics & Photos - Does the newsletter make use of graphics and photos? (circle score below)	(5 Max.)
Each article earns one (1) point toward maximum.	—	For clear, labeled, and recognizable photos & graphics.	5
		For using graphics and black & white photos.	4
Community, Detachment & Department Activities – Are individual events & activities (completed or planned) publicized?	(10 Max)	For using graphics extensively.	3
For each upcoming event – One (1) point, up to 5 points total; NO points for repeat articles.	—	For using some graphics, but fuzzy/blurry and hard to see.	2
For reporting the outcome of that event after the event date – One (1) point, up to 5 points total; NO points for repeat articles.	—	Uses cartoons, illustrations, or Detachment's letterhead.	1
Department, Division and/or National Information - Does the newsletter relay timely information on events, etc?	(10 Max)	Overall Appearance - Does the newsletter look to be 'professional'? Is it appealing to the public eye? (circle score below)	(25 Max)
For each article up to a maximum of five (5) points. NO points for repeat items.	—	Apparent consistent outstanding style and appearance.	23-25
Each article on an outcome of completed event after the Date of that event. Each article up to a maximum of five (5) points. NO points for repeat items.	—	Apparent consistent excellent style and appearance.	18-22
		Apparent consistent good style and appearance.	11-17
		Two (2) or more pages but looks more like a letter.	5-10
		One (1) page in a letter-type format.	1-4
		Maximum Total Points Possible = 100	Score: _____

(Revised: 071212)

Detachment Name: _____ Detachment Number: _____

Scored by: _____ Date Scored: _____