

VETERANS OF FOREIGN WARS
DEPARTMENT OF WASHINGTON
NEWSLETTER OF THE YEAR AWARD

RULES & REGULATIONS

For the Publishing Year 1 January through 31 December (Year)

Recognizing the value of Post communications and wanting to encourage and help that process, the annual Newsletter of the Year Awards Program is designed to reward Editors' newsletter efforts through competition within the VFW Department of Washington.

The Newsletter of the Year program is a formal part of the Department of Washington Awards portfolio, and is currently administered by the Publicity & Public Relations Committee (P&PR), made up of a Chairman and four members, two of which are VFW Ladies Auxiliary members.

In order to level the playing field, and allow Posts to enter their newsletter for competition at their peer level, the following THREE entrant classes, based on Post membership size, will be in place for each publishing year.

The three class sizes are based upon the year ending Post members of record, in good standing as on file at Department Headquarters at the close of the first quarter of the Award year.

The class ranges are: (Subject to Change)

Large Posts	180 + Members
Medium Posts	100 - 179 Members
Small Posts	99 or Fewer Members

RULES FOR ENTRY SUBMISSION

1. Any Post in the above classes may submit their newsletter for judging in their peer class, with the following restrictions:
2. Only ONE entry per Post will be accepted for Judging.

3. To be considered, all Post Newsletters must be created and published by the Post Newsletter Editor. The use of outside printing facilities is permitted. Post attestation to this requirement must be a part of the Post's Cover Letter.
4. The Post newsletter selected for submission must be the exact same newsletter in the exact same format and style as was sent to its members and other interested parties. For example: An entry will be disqualified if it was sent to the membership in black and white, but the entry submitted was a single run-off copy in full color.
The only exception will be, Posts that have an Internet Edition in color and USPS Edition in black and white, if the only difference between the two editions is color, posts may submit the Internet edition in color. An attestation of such exception must be a part of the Cover Letter.
5. The Post may select and submit any Newsletter that was published during the Period 1 January through 31 December of the judging year.
6. Two methods of submitting entries will be accepted. **FIVE Paper Copies** of the submitted entry should be printed and mailed (USPS) to the P&PR Chairman no later than **February 1st**. Or, Newsletters may be submitted in **Email** form either in a Microsoft Word or PDF document, no later than **February 1st**.

Newsletter of the Year Awards Program
(Chairman Info)

Please submit questions to:
(Chairman Info)

CRITERIA

The following list of items will be used to evaluate newsletters and define topics that Newsletter editors may select in developing your entry. It is not expected that the winning Post Newsletter will meet all elements listed below. It is felt that as many attributes as are possible and appropriate should be provided to permit some level of comparison to other entries.

Use the following list as a **guideline** for your entry. It is expected that all entries will include many of the items listed below. There is no weight associated with any of the items, but the more items included and evaluated allows for a more definitive selection.

Layout
Overall Impression
Use of Customized Masthead
Table of Contents
Graphics Use (Pictures, Graphs, Tables, etc.)
Font Use (Type, Appropriateness, Clarity, Minimum Change)
White Space (i.e. Readability vs. Crowded Text)
New Member Column
Officers and Committee Reports and Columns such as:
Commander's Report
Vice Commander's Report
Quartermaster Minutes of Last Meeting
Chaplain's Column
Committee Reports
Member Recognition, Member of the Month, New Member Profile, etc.
VFW Auxiliary Member Column(s)
Outings, Post Activities, Programs
Information as to Next Meeting (Dates, Times, Places)
Veterans Information (Legislation, Veterans Administration, etc.)
Humor (Military Jokes, Cartoons, Member Personal Stories)
Publisher's Box with Editor's and Chaplain's Names and Contact Information
Frequency of Publication, Address for Article Submissions
Post Officer's Names and Contact Information
Post Website Information
VFW District News Events
Post Community Service Programs
Post Advertisers and Supporter Recognition
Articles supporting Post Memorials & Ceremonies Programs
Post Canteen Report & Upcoming Events Calendar (If applicable)

AWARDS AND RECOGNITION

The Newsletter of the Year Awards will be presented at the annual Department of Washington Convention.

First Place Winners in each Class will receive a Plaque and Certificate. Second and Third Place Runners-up will receive a framed certificate, and all other Posts submitting an entry will receive a Certificate of Participation.

The First Place Winners and Two Runners-up in each class will be announced and reported in the next issue of the Department Newspaper following the convention.

This section of the P&PR Committee was last updated June 27, 2011