

**DEPARTMENT OF WASHINGTON  
Publications Contest  
NEWSLETTER OF THE YEAR AWARD**

**RULES & REGULATIONS**  
For the Publishing Year 1 January through 31 December

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 administered by the Public Relations and Publications Committee made up of a Chairman and four members, two of which are members of the Ladies Auxiliary.

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 Post/District membership as of the close of the VFW year, 30 June 2013.

The class sizes (Subject to Change) are:

|              |                  |                  |              |
|--------------|------------------|------------------|--------------|
| Large Posts  | 190 or more      | Large Districts  | 2600 or more |
| Medium Posts | 80 – 189 Members | Medium Districts | 1000 – 2599  |
| Small Posts  | 79 or fewer      | Small Districts  | 999 or fewer |

**RULES FOR ENTRY SUBMISSION**

1. Any Post/ District may submit their Newsletter for judging in their peer class with the following restrictions:
2. Only ONE issue per Post/District will be accepted for judging.
3. To be considered all Post/ District Newsletters must be created and published by the 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 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.
5. The Post/District may select and submit any Newsletter that was published during the Period 1 January through 31 December of the judging year. (A bi-monthly newsletter covering the December-January period is not acceptable.)
6. Two methods of submitting entries will be accepted. FIVE (5) Paper Copies of the submitted entry should be printed and mailed (USPS) to the Public Relations Chairman **no later than 1 March**. Or, Newsletters may be submitted by Email, **IF** this is the **Primary** means of post dissemination, either in a Microsoft Word or PDF format.

## 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 will receive Certificates

All other Posts/Districts submitting entries will receive Certificates of Participation.

The Winners in each class will be submitted to National and reported in the Department of Washington Website.

## CRITERIA

This list of items can provide tools that Post/District editors may use in developing a newsletter. It is not expected that the winning Post Newsletter will exhibit all elements listed, but all reflect **important areas** that could be used when communicating with members.

Use the following list as a **guideline** for your Newsletter:

Use of Customized Masthead

Table of Contents

Publisher's Box with Editor's Name and Post Contact Information

Frequency of publication, address for Article submission

Post Officers' Names and Contact Information

Commander's Report

Officers' Reports

Adjutant's Minutes of Last Meeting

Quartermaster's Report

Chaplain's Column

New Member Column

Officers and Committee Reports and Columns

VFW Auxiliary Member Column(s)

Member Recognition, Member of the Month, New Member Profile, etc.

Articles supporting Post Memorials, Ceremonies, and Programs

Outings, Post Activities

Information as to Next Meeting (Dates, Times, Places)

Veterans Information (Legislation, Veterans Administration, etc.)

Humor (Military Jokes, Cartoons, Member anecdotes)

Layout

Graphics Use (Pictures, Graphs, Tables, etc.)

Font Use (Type, Appropriateness, Clarity, Minimum Change)

White Space (i.e. Readability vs. Crowded Text)

If applicable:

Post Website Information

VFW District News Events

Post Advertisers and Supporter Recognition

Post Canteen Report & Upcoming Events Calendar

Overall Impression