



DEPARTMENT OF NEW JERSEY MARINE CORPS LEAGUE NEWSLETTER COMPETITION

Check the criteria included in the attachments that will be used for judging of Detachment newsletters at the annual Department Convention.

Each Detachment is asked to select **THREE (3)** of their newsletters and submit them to the Sr. Vice Commandant by Friday, June 4, 2021. Submissions can be made either by email or traditional mail service.

Newsletters should cover the period from July 2020 to May 2021.

Awards will be given for 1st and 2nd place on Saturday, June 26th of the 2021 Convention.

CRITERIA	POINTS
Commandant's Name	
Is the Commandant's name prominently displayed?	[4 Max]
1. On front, in large size print, in listing of officers or by itself.	4
2. On front, in smaller size print, in listing of officers or by itself.	3
3. Inside (page 2), in large size print, near top, in listing of officer or by itself.	2
4. Inside (page 2), in small size print – hard to read.	1
Editor's Name	
Is the editor's name displayed?	[4 Max]
1. On front, listed as editor, near top, address & phone number listed.	4
2. On front, listed as editor, near top, phone number listed.	3
3. On front, listed as editor, name only	2
4. Inside (page 2) in small print – hard to read	1
Detachment or Department Name	
Is the Detachment or Department name prominently displayed?	[4 Max]
1. On front, at very top, in large size print and in a pleasing style.	4
2. On front, at very top, in large size print but no style.	3
3. On front, at very top, in small size print with pleasing style.	2
4. On front, at very top, in small size print but no style.	1
Newsletter Name	
Is the newsletter's name prominently displayed?	[4 Max]
1. On front, at the very top, in large size print and in a pleasing style.	4
2. On front, at the very top, in large size print but no style.	3
3. On front at very top, in small size print in a pleasing style.	2
4. On front at very top, in small size print but no style	1

Date of Newsletter

- Is the newsletter's publication date displayed? [4 Max]
1. On front, at the very top, in large size print and easy to read. 4
 2. On front, at the very top, in small size print and easy to read. 3
 3. On front, in middle or bottom, in large size print and easy to read. 2
 4. On front, in middle or bottom, in small size print and easy to read. 1

History & General Information Articles

- Does the newsletter contain any historical or general interest articles? [5 Max]
- Each article (up to 5 articles) gets 1 point. 1

Community, Detachment & Department

- Are individual events & activities (complete or planned) publicized? [10 Max]
1. For each upcoming event. 1
 2. For reporting the outcome of that event after the date of the event. 1

National and/or Division Information

- Does the newsletter relay National and/or Division related information? [5 Max]
1. Each article up to maximum of 5 points. No credit awarded for repeated items. 1
 2. For reporting the outcome of that event after the date of event. 1

Detachment Membership & Renewals

- Does the newsletter promote membership and renewal efforts? [5 Max]
1. Listing members due for the month. 1
 2. Listing delinquent members. 1
 3. Listing new members or article for welcoming new members into detachment. 1
 4. Some type of incentive for recruiting new members. 2

Department Membership & Renewals

- Does the newsletter promote membership and renewal efforts? [5 Max]
1. Listing Detachment's annual renewal goal and percent achieved. 1
 2. Listing of number of new members gained by the Detachment 1
 3. Listing new members or article for welcoming them into the Department. 1
 4. Some type of incentive for recruiting new members 2

VAVS Information

- Does the newsletter publicize VAVS programs or activities & involvement? [5 Max]
1. Each article up to five points. No credit awarded for repeated items. 1

Awards

- Does the newsletter publicize awards or achievements achieved by members; or awards or achievements that have been received by Detachment/Department? [5 Max]
1. Each item receives one point. 1
- *Presentations of any awards that are given to non-members or businesses are considered **COMMUNITY ACTIVITIES, NOT AWARDS**

Calendar of Events

Are future events and activities publicized?	[5 Max]
1. A monthly calendar with events or activities listed within it.	5
2. A listing of upcoming events by itself and displayed in large size print.	4
3. A listing of upcoming events by itself and displayed in small size print.	3
4. A listing of upcoming events by itself and displayed in very fine print.	2
5. A listing of upcoming events by itself not having a fixed location within the newsletter.	1

Points of Contact

Are points of contact listed for events and activities?	[5 Max]
1. A person's name, phone number and/or email address for a particular activity. One point for each unique event (no repeats).	1

Clarity

Are articles accurate, complete and easily understood?	[5 Max]
1. Accuracy	1
2. Completeness	1 or 2
3. Easily understood	1 or 2

Format

Does the newsletter make use of graphics and photos?	[5 Max]
1. Has clear and recognizable graphics and photos.	5
2. Has graphics and photos that are fuzzy or blurry	4
3. Uses graphics extensively but no photos	3
4. Uses some graphics but no photos	2
5. Uses cartoons or the Detachment letterhead stationery with logo.	1

Overall Appearance

Does the newsletter look professional, as in appealing to the reader's eye?	[25 Max]
1. Outstanding style and appearance	23-25
2. Excellent style and appearance	18-22
3. Good style and appearance	11-17
4. Consists of two or more pages but appears more like a letter rather than a newsletter.	5-10
5. Consists of a single page in a letter-type of format.	1-4
