

## 2022 ANNUAL NEWSLETTER COMPETITION

The power and importance of a Post Newsletter is indescribable. Properly used, it is a very valuable tool for communicating to the members of the Post the news, events, and programs that make The American Legion such a dynamic organization of veterans. Every Post should be communicating their news to their members. This news gives the members a sense of pride and accomplishment and makes them want to be a part of their Post and participate in programs if they are able to.

To recognize the importance of Post newsletters, The Department of Missouri conducts an annual Post Newsletter competition to recognize the most outstanding newsletters. There are five awards, one for each of five membership categories, and one for digital newsletters. The five awards based on membership are: Category 1, 15 to 50 members; Category 2, 51 to 100 members; Category 3, 101 to 200 members; Category 4, 201 to 500 members; and Category 5, 501 or more members. Only first place is awarded in each category.

In 2018 a sixth category was added for digital newsletters. Any Post, regardless of membership, who publishes a newsletter electronically or digitally, may enter the Newsletter Competition in this category. If a Post publishes the same newsletter in both paper and digital format, the Post may enter that newsletter only once, and must choose one of the first 5 traditional categories, or the digital category. If a Post publishes both a paper newsletter and a digital newsletter which are significantly different, then both newsletters may be entered.

Winners of the Newsletter competition are announced at the Department Convention, and the awards are presented to each winner at the Fall Conference.

To compete in the Digital Newsletter category each Post should submit one year of their post newsletter in digital format on a thumb drive (preferred), CD, or DVD. The submission will be judged by viewing the files on a computer screen. Other criteria outlined for traditional newsletters will apply.

To compete in the traditional Newsletter competition, each post should present one year of their Post Newsletter in a folder, binder or book. Judging is based on:

- a. Neatness and legibility as well as the information contained in the newsletters.
- b. Informative contents: Organized by activities/programs/news-information (from Post to Department and vice-versa).
- c. Content: Organized articles by officers and/or committees.
- d. Membership growth & retention: Newsletter contains information on recruiting, retaining, and renewing membership.
- e. Calendar of Events: A timely list of events scheduled to take place in the post and other events of importance that members should be aware of. (Items should contain dates, time and location of each event and should reflect timely notice to all members so members can participate in the events.)
- f. Judges Discretion: Judges overall opinion.

Any advertising contained in the newsletters should have a disclaimer to the effect that the below or above named business donates to and supports our Legion programs.

The Media & Communication Commission's goal is that every Post that publishes a newsletter will submit their newsletter for competition at the Department Convention. Newsletters submitted for competition should be hand delivered to the Department Convention Office before 9:00 am Friday, July 15, 2022 or must be mailed to The American Legion, Department of Missouri, ATTN: Media and Communications Commission, P.O. Box 179, Jefferson City, MO 65102-0179 so they arrive NLT July 8, 2022.

For information concerning this program, contact Commission Chairman John Buckwalter, 660-626-3626.