

Department of Florida, Marine Corps League
Detachment Newsletter Competition
July – June

Competition Judging Committee:

Chairman: Dept Senior Vice Cmdt Frank Glassford

One (1) to three (3) appointed Judge(s) – to be enlisted/drafted from any non-participating Detachment(s).

Editor of last year's winning Detachment's Newsletter in prior year's Competition.

Commandant for last year's winning Detachment's Newsletter in prior year's Competition.

Adjutant for last year's winning Detachment's Newsletter in prior year's Competition.

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

All active Detachments in good standing will be eligible to compete in this competition program.

To provide a more equitable competition environment for all DoF Detachments, there shall be two (2) categories of competitors: (1) Detachments with an official MCL roll of 101 or more Members; (2) Detachments with an official MCL roll of 100 or less Members. Honorary Members shall not be counted. The Department Newsletter Competition Award(s) will be presented at the Department Convention to the winning two (2) Detachments; one (1) from each of the two (2) above noted categories.

Up to three (3) Detachment Newsletters for the current DoF fiscal year, June 1st through May 31st, are eligible for judging consideration. Entries do not require a 'cover letter' but entries must be under cover of a completed form titled:

NEWSLETTER COMPETITION INFORMATION SHEET (Blank form provided hereafter below)

The Newsletter Competition Information Sheet will specify the date(s) of the specific Newsletter(s) submitted for judging. It will also specify which Detachment size classification the participating Detachment is competing within; and a certifying signature is required.

Submission Methods:

All competing / participating Detachments **are required** to submit entries by the following two (2) methods not later than May 20th:

1. **Email** a complete PDF, JPG, or Document file(s) copy of each Newsletter submission(s) to:
Frank Glassford
at: m1095@tampabay.rr.com **–and–**
2. **'Mail** (via the USPS), or similar service, their Newsletter submission(s) to:

Frank Glassford
8542 Boyce Street
Spring Hill, FL 34608

The DoF urges all Newsletter Editors and Detachment Officers to be aware of the possible 100 points Newsletter Judging Scoring Criteria; as it will be used for all judging and can be found on the Department's awards webpage:

<http://www.mclfl.org/DeptAwardsFormPage.html>

The Newsletter Competition judging committee will complete judging/scoring, and the winning Detachment(s) will be announced at the Department Convention.

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; as generated by both large and smaller Detachments.

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 INFORMATION SHEET

Detachment Name: _____

Detachment Number: _____

Detachment's Number of Members: _____

Name of Newsletter Editor(s): _____

Detachment Commandant's Name: _____

Newsletter(s) Dates: _____

Detachment's Number of Active / Life MCL Members Certified by: _____
(Signature)