TEXALPA Contest Rules and Judging Criteria

TEXALPA PUBLICATION AWARD CATEGORIES

Note: Each category is open to the Post, Unit, Squadron, Chapter, District and Division organizations.

   Category 1: Newsletters or Online Publications: Chuck Donaldson Plaque
   Category 2: Websites: Dan Fallon Plaque & Leonard Mills Plaque
   Category 3: Facebook Pages: Patsy Palmquist Plaque
   Category 4: Press Scrapbooks: Jim Landers Plaque

GENERAL RULES

1. **The creator (no proxy submissions) of the entry MUST be current member of the Texas American Legion Press Association.**
2. First and second place awards given for all categories.
3. Using a 1-10 point scale, the entries will be judged on:

   • Content: The entry should provide an appealing experience, informative and topics show clear relevance for the intended audience. The content should be well written with attention to detail with minimal grammatical and spelling errors.*

   • Usability: The entry should be helpful and relevant to the intended audience as well as being easy to use/read. Specific examples, as applicable to your category, include consistent use of navigation elements, clear and easy-to-find hierarchies or indices of information and contents, clearly defined links, and a lack of clutter and gratuitous animation/graphics. For websites, the site should flow smoothly and be difficult, if not impossible, to get lost in. All web pages should allow for the user to return to the homepage or to the main pages they came from without requiring the use of the back button on the browser.*

   • Design: The design, or appearance, of an entry is clearly important in establishing its appeal. The entry's use of color, space, news articles, graphics and layout should relay a consistent theme and offer viewers/readers a sense of comfort and ease of use. For Press Scrapbooks, articles should be arranged chronologically. Effective use of professional photography, strategically developed color palettes and appropriate use of topography are key elements of a great design implementation. Design doesn't have to be elaborate or "busy"; minimalist designs can sometimes be very appropriate and effective. For websites, minimal download time of the site or information contained therein is desired.*

In addition to the above, Category 2 and 3 entries will be judged on the following:

- Feature Functionality: Code, scripts, forms and links on the site should work and work together seamlessly if required. Good functionality should not attract attention to itself; it remains invisible to the user and doesn't distract from the site's primary message. In short, functionality is about ensuring the technology and programming on the site work well.

- Standards Compliance and Cross Browser Compatibility: Websites should properly address the bugs that each major browser (e.g., Chrome, IE, Firefox & Safari) may have and the different rendering styles of each browser/platform combination. Standards-compliant markup should be used by developers as much as possible. Proper, validated markup helps ensure the usability, accessibility and cross-platform compatibility of the site, as well as its likelihood of being indexed appropriately by search engines. Good development and adherence to standards eases site maintenance and upgrade woes. Standards compliance is one way to ensure that the site is usable, and speaks to the effort, attention to detail, workmanship, pride of authorship, and professionalism of the developer(s). World Wide Web Consortium (W3C) Standards Compliant websites offers insight to standards at http://www.w3.org/standards/. W3C also offers free testing validation at http://validator.w3.org/. Use of Audio & Video can enhance a website, but avoid animated GIFs and make sure it the audio and video can be easily turned off.

4. **For all entries**, an identifying cover sheet must be submitted, to include the following information **if applicable**, typed or printed neatly:
   - Name and Number of Post, Unit, Squadron, Chapter, District or Division
   - Full address of Post, Unit, Squadron, Chapter, District or Division
   - Name of Publication
   - Frequency of Publication
   - Published circulation number
   - Name, mailing address, phone number of Creator
5. No entry fees are required.
6. Entries must cover the
7. Entries must be postmarked no later than **March 1st** of the current year.
8. Entries submitted by mail, electronically, etc. to:
   Rachael Watson
   160 Falcon Drive
   Weatherford, TX 76088
   texalpa.president@gmail.com

   Note 1: It is advised to get receipt confirmation.
   Note 2: Please mark the lower left corner of your mailing envelope: "CONTEST" and indicate the entry category for judging.

CATEGORY SPECIFIC ENTRY INSTRUCTIONS/RULES

In addition to the General Rules above:

Category 1: Submit three (3) papers or (3) online Publications - one each of three separate issues and issued/published between April 1 and March 30 (e.g., Arpil 1, 2013 and March 30, 2014). Papers will be judged on: Content (Legion, Auxiliary, S.A.L, Riders, local, county, division and district news, as appropriate); usability and design.

Category 2: Submit the electronic address for your website. The website must be registered with the Department of Texas.

Category 3: Submit the electronic address for your Social Media Site. The site must be registered with the Department of Texas.

Category 4: Submit scrapbook style entry of all relevant newspaper or other press articles. Scrapbook should be structured to meet below judging criteria and should be shown in chronological order with media dates shown and should also include a Title page, Table of Contents and also include a topic phrase and summary paragraph of why your scrapbook should win along with a by-line by the Post, Unit, Squadron, Chapter, District or Division.

*Much of the judging criteria descriptions have been taken from the Interactive Media Awards

website. **JUDGING GUIDELINES**

- All entries are treated equally.
- Impartiality of judges is a must. Every attempt is made to ensure the impartiality of the judges. There will be three (3) judges
- Scoring guidelines will be as follows: each judge will have a standardized grading sheet, the lowest score in each category scored will be thrown out and the average of the remaining two (2) scores will be used as a final score of that category. The final scores of each category will be tabulated for a final overall score for the contest entry.
- Disqualification of the entry will result if the General and Category Specific Rules are not followed.
- Disqualification of the entry will result if the entry contains racism, sexism, heterosexism, religious prejudice or other forms of hatred, pornography, profanity, degradation or humiliation toward any group or persons or animals, promotes illegal products or services, or promotes activities related to cults, witchcraft, gangs or other violent groups. This list is non-exclusive and we reserve the right to disqualify any entry for any reason. Decisions of the judges are final.