

## TEXAS AMERICAN LEGION PRESS ASSOCIATION ANNUAL AWARDS PROGRAM

### CATEGORY:

- 1 - Newsletter – Chuck Donaldson Plaque - 60 Points
- 2 - Website – Dan Fallon & Leonard Mills Plaques – 47 Points
- 3 - Facebook – Patsy Palmquist Plaque – 55 Points
- 4 - Scrapbook – Jim Landers Plaque – 56 Points

<b>Criteria</b>	<b>Points</b>	<b>Comments</b>
<b>Publication Name - Displayed (1-4)</b>	<b>(3 Max)</b>	
On front, large print, in a listing of officers of standing alone	3	
On front, smaller print, in a listing of officers or standing alone	2	
Inside, small print – hard to read or find	1	
<b>Editor/Correspondent's Name - Displayed (1 &amp; 4)</b>	<b>(3 Max)</b>	
On front, large print, in a listing of officers of standing alone	3	
On front, smaller print, in a listing of officers or standing alone	2	
Inside, small print – hard to read or find	1	
<b>Date of Newsletter - Publication Date Displayed? (1)</b>	<b>(2 Max)</b>	
On front and easy to read	2	
On front and hard to find	1	
<b>Content (1-4)</b>	<b>(6 Max)</b>	
Informative	2	
Events & encourage participation	2	
Results of past events	1	
Member/Officer information	1	
<b>Community and/or Post Family Activities (1 &amp; 4)</b>	<b>(5 Max)</b>	
Each activity earns one point		
<b>Public Service Information (1-3)</b>	<b>(5 Max)</b>	
Publicize the AL Family programs – 1 point for each article		
<b>Awards (1 &amp; 4)</b>	<b>(3 Max)</b>	
Publicize member awards or achievements		
<b>Calendar of Events (1-3)</b>	<b>(2 Max)</b>	
List upcoming events		
<b>Clarity (1-4)</b>	<b>(3 Max)</b>	
Accuracy	1	
Completeness	2	
<b>Presentation (1-4)</b>	<b>(3 Max)</b>	
Quality & readability – well written	2	
Balance – variety of information	1	
<b>Graphics &amp; Photos (1-4)</b>	<b>(5 Max)</b>	
Uses clear and recognizable photos and graphics	5	
Uses graphics & black and white photos	4	
Uses graphics	2	
<b>Overall Appearance &amp; Design (1-4)</b>	<b>(20 Max)</b>	
Outstanding style and appearance	14-20	
Excellent style and appearance	7-13	
Good style & appearance	1-6	
<b>Maximum Total Points</b>	<b>(60)</b>	
Scored Total Points		

