

THE MILITARY ORDER OF THE PURPLE HEART OF THE U.S.A., INC.

*THE ONLY CONGRESSIONALLY CHARTERED
VETERANS' ORGANIZATION EXCLUSIVELY FOR
COMBAT WOUNDED VETERANS*

National Publication Committee



National Newsletter Awards Policy For Departments and Chapters

National Newsletter Awards Policy

Purpose: This policy is to inform all MOPH Departments and Chapters, in good standing, what they need to do if they want to submit their newsletter for the National Newsletter Award Program. It also informs them of what the award process consists of when selecting a winner for the Newsletter Award.

Procedures: All Departments and Chapters who would like to enter their newsletter into the National Newsletter Award Program must meet the following two guidelines:

1. At least one hard copy of your newsletter must be written and submitted to the Publications Committee between July 1 and May 31, however, you may submit more newsletters if you like.
2. In addition, make sure the newsletter sent to your members, is also sent to all four voting committee members and to the National Commander by June 1.

Additional Information: Patriots submitting newsletter might keep in mind that the following material may enhance their newsletter.

1. **Content:** A newsletter should emphasize local issues, be informative, meaningful to veterans, and include up-to-date MOPH activities for local or national programs.
2. **Layout and Graphics:** Newsletters should be attractive and consistent in their appearance. The type for the headlines and text should be consistent and the quality of photos and artwork should be current and clear with adequate captions. In addition, photos, and illustrations should be appropriate to the articles.
3. **General Excellence:** To achieve a good newsletter, all the criteria and layout elements come together with a good balance between articles and photos.
4. **Newsletter content listed:** A newsletter that list such items as: Officers name and phone numbers, activities and goals, advertisement for members business, a section for LAMOPH information, pictures, etc., a MOPH application with membership information, and feature story about a member can all add up to a well rounded, informative, and interesting newsletter.
5. **Frequency of a Newsletter:** A monthly newsletter opposed to a quarterly or semi-annually newsletter has a better chance of keeping the members informed and interested in what is happening in their local Chapter or Department.
6. Remember, a newsletter relays information about what the Department or Chapter has done or will be doing to inform or involve veterans and the community in to the various scheduled activities.

Awards: The newsletter awards for the following five categories.

1. Best Department Newsletter
2. Best Chapter Newsletter with a membership up to 149 members
3. Best Chapter Newsletter with a membership above 150 members
4. Best Picture taken by a non professional photographer and printed in the PH Magazine
5. Best Article printed in the PH Magazine

Selection Process: The four elected Publications Committee members accomplish the awards selection process. The National Commander only votes in case of a tie. The selection processes consist of:

1. After June 1, the chair verifies all newsletters submitted for judging and ensures each voting member received at least one hard copy of the newsletter.
2. The voting members have three weeks to evaluate and select their top newsletter in the various categories.
3. Each newsletter is evaluation by reviewing the newsletter and assigning a numeral score to each area on the Scoring Sheet. You obtain the overall score by adding all area scores. This score is used to rank (top score first, next highest second, etc.) the newsletters according to what award category they are in.
4. After all voting members have finished selecting their top newsletter in each category, they send the information to the chair of the Publications Committee. The chair selects the top newsletter in each category from the list submitted by each voting member and picks the newsletter, which has the majority of votes. If two newsletters tied, (two votes each) for the same category, the National Commander can evaluate the two newsletters and break the tie. If four newsletters in a category all have one vote, the voting members must review the four top newsletters and select one.
5. The chair notifies the National Commander, Adjutant, and the Office Manager of the five winners.
6. At the National Convention, the Publications Committee chair reads the name of the winners and the National Commander presents them a plaque.
7. For the benefit of the patriots that did not attend the convention, the Purple Heart Magazine will list the name of the winners.

Changes to this policy: The Publications Committee chair receives all changes, comments, and suggestions to this policy and submits them for review at the next Publications Committee meeting.

Reference: You can obtain information and/or a copy of this policy from the National Web site at www.purpleheart.org