

# DEPARTMENT OF WASHINGTON

## NEWSLETTER CONTEST JUDGING SHEET

Name of Publication \_\_\_\_\_

Department \_\_\_\_\_

Publication Frequency: 1-3 times per year \_\_\_\_\_ 4 or more times per year \_\_\_\_\_

1. **Content:** Possible 50 points \_\_\_\_\_

A Department publication should emphasize statewide VFW issues. It should emphasize VFW-related Department activities. It also should include up-to-date information on District VFW activities and progress regarding each of VFW's national programs including Voice of Democracy, Citizenship Education, Community Service, Buddy Poppy, Membership, Youth Development, Scholarship and Recognition, and troop support. Articles should answer all pertinent questions and be written in active voice. Liberal use of quotes is recommended.

2. **Layout and Graphics:** Possible 30 points \_\_\_\_\_

Winning publications are attractive and consistent in their appearance. Quality photos and artwork, consistent type in headlines and text, and a clean and readable format are a must. Photographs should be action-oriented and adequately captioned. Artwork and illustrations should be appropriate to the articles and be crisp and well positioned.

3. **General Excellence:** Possible 20 points \_\_\_\_\_

Maximum points can be achieved when all criteria and layout elements come together. Anything that adds to the publication's readability and attractiveness will be considered.

**TOTAL** (100 points possible) \_\_\_\_\_

**REMARKS:** \_\_\_\_\_

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