



## PA DEPT. COMMUNICATIONS CONTESTS ARE OPEN to Post/District Newsletters & Websites

Submissions are now being accepted for the VFW Pennsylvania Department Communications Contests—the Newsletter Contest and the Website Contest. The deadline for entering both contests is February 15<sup>th</sup>.

### Newsletter Contest

Does your Post or District have a newsletter that deserves recognition for communicating important VFW news and information promoting growth and participation in programs? If so, consider entering your publication in the Department's Contest. It's easy to do. Department level entries are due to State HQ in Harrisburg by February 15<sup>th</sup> to allow enough time for judging and forwarding to National HQ.

Each issue should confirm why your VFW Post is an important organization for members and for service to others. Entries will be judged on the breadth of information presented, layout including use of photos/artwork, grammar, spelling, accuracy, easy to read design format and the overall professionalism of the newsletter. Entry tip: strong newsletters provide contact info for leadership, leadership messages, information about VFW events and volunteer opportunities, veterans benefit information, patriotic information, a listing of the VFW's mission and news about Post support of veterans, military troops, youth and local communities. The use of a consistent layout, photos/graphics, error free writing, active voice and interesting content increases your chance of winning your category.

*See the reverse side of this flyer for the entry form. Send only one copy of your newsletter published between January 1 and December 31<sup>ST</sup> of 2017.*

### Website Contest

This contest features categories for Post websites and District websites. Websites will be evaluated based on easy navigation, quick load time, overall content, information of value to veterans from all service eras, important links to online resources, and creative design (use of images/graphics and design to attract users). Make sure your content is current. There is no form for sending in your website entry (just your print newsletter entry).

Submit entry via email before midnight February 15<sup>th</sup> to [dsandman@vfwpahq.org](mailto:dsandman@vfwpahq.org), using a subject line reading "PA VFW Website Contest." The body of the message should contain Post name, town and number; website internet URL address; Post mailing address and phone number, email address of the person submitting the entry, webmaster's name and contact information including email address and phone, and any supportive comments you want to make about how your site.

For Dept. research only and not to be factored into the judging: Please note if the website was designed by a Post member or a paid company (if fee paid to a web development company please note the company name and budget for the site creation), list who makes site content updates and list if the site is housed on a server owned by the Post or through a web development company. We can use this information to guide other Posts that contact HQ for guidance on creating a website.

**National Communications Contests:** There is no National VFW website contest. Posts that want to submit their print newsletter for judging in the National Post/District Print Newsletter Competition can do so directly with the National HQ Communications staff. State HQ will share information on how to enter the National contest early during the next year. Posts are free to enter their newsletter regardless of whether they win a Department-level newsletter award.

# PUBLICATIONS CONTEST ENTRY FORM

All entries from Posts/Districts must be sent directly to PA VFW State HQ in Harrisburg—ATTN. Communications Director David Sandman—and must be accompanied by this form. Reminder: There is one category for both Post and District entries. Please be sure to check the box for the appropriate publication frequency of your newsletter, and the box for how the newsletter is distributed.

Deadline to send your entry to Department HQs is February 15<sup>th</sup>.

District/Post Adjutants: Please include a copy of this form with each winning entry.

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

Post Number: \_\_\_\_\_

District Number: \_\_\_\_\_

Editor's Name: \_\_\_\_\_

Editor's address (street): \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Editor's Phone number and email address: \_\_\_\_\_

## Publication Frequency:

- Published 1-4 times a year
- Published 5 or more times a year

## Distribution Method:

- Mail to full membership
- Mail to full membership and email
- Email only
- Other (please explain) \_\_\_\_\_