



COLONEL MARVIN J. HARRIS COMMUNICATIONS AWARD



Criteria and Instructions for CHAPTER Submission

Please Note: Newsletter and addendum information will be based on 2019 programs, events, and achievements

Submission Deadline is Feb. 1

Introduction:

Councils and chapters will have the opportunity to submit their Communications Award applications via a web-based portal. The portal will have a range of questions covering objective scoring, subjective scoring, and an extra credit section and will include up to two categories that chapters will be eligible to submit: **(1) Print/E-Newsletter and (2) Website**

After the submitter has answered all of the questions, he/she will be able to upload one 2019 newsletter and/or applicable addendum document(s) under the extra credit section.

Evaluation Criteria:

Councils/chapters will be evaluated on both objective and subjective criteria. A panel of judges will verify your answers using information and submission materials you provide. As a reminder, this is a look back on 2019 achievements.

1. **Objective scoring — Print/E-Newsletter**
 - a. **Submitter must indicate the page number**
2. **Objective scoring — Website**
 - a. **Submitter must indicate location on website**



Chapter Name and Submission information

1. Chapter Name:
2. Chapter Alias (dropdown menu with Alias' info):
3. Category of Submission:

- a. Print/E-Newsletter;

Newsletter name:

- b. Website;

Web URL link:

- c. Both;

Newsletter name:

and

Web URL link:

If selecting Print/E-newsletter, you will be asked to provide

- Editor's name, rank, service or indicate if editor is a civilian

If selecting Website, you will be asked to provide:

- Webmaster's name, rank, service or indicate if webmaster is a civilian

If selecting both, you must provide both leaders responsible for the newsletter and website (i.e., name, rank, service or indicate if individual is a civilian).

Submitter's Information:

- a. Name
- b. Rank / Service / Status
- c. Email / Phone

Chapter President's Information:

- a. Name
- b. Rank / Service / Status
- c. Email / Phone



COLONEL MARVIN J. HARRIS COMMUNICATIONS AWARD



Print/E-Newsletter Criteria

Section I – Objective Scoring

Criteria	Yes/No Indicate page #	Possible Points
1. Does the newsletter contain the web address to the Take Action section of the MOAA website: http://takeaction.moaa.org	Yes/No Indicate Page #	30
2. Does the newsletter cover state or local legislative issues? (Examples include exempting servicemembers' retired pay from state income tax, state legislative issues identified by the DoD State Liaison Office, etc.)?	Yes/No Indicate Page #	20
3. Does the newsletter contain a statement indicating national MOAA and chapter are nonpartisan?	Yes/No Indicate Page #	20
4. Is there information about attending meetings and the meeting location?	Yes/No Indicate Page #	30
5. If you wanted to contact the chapter to get more information, would you be able to do so? (Some affiliates provide the personal email address of a council or chapter officer, while other affiliates safeguard their leaders' personal information by setting up an email account for their affiliate. Example: moaa-ac@sbcglobal.net is the email address for the Alamo (Texas) Chapter.)	Yes/No Indicate Page #	20
Section I Total		120



Print/E-Newsletter Criteria, cont.

Section II – Subjective Scoring

This section is information only. A panel of judges will determine the scores in this Subjective Scoring section. Applicants should not self-score the Subjective Scoring section.

Criteria	Possible Points
1. Is the newsletter’s design pleasing and easy to browse?	25
2. Does the newsletter reflect what the council/chapter does? (Look for a mission statement, articles on service projects, donations, legislative activities, etc.)	35
3. Does the newsletter showcase the benefits of chapter membership to a prospective member?	35
4. Does the newsletter favorably represent national MOAA and the chapter?	25
Section II Total Possible Points:	120



Print/E-Newsletter Criteria, cont.

Section III – Extra Credit

A panel of judges will verify your answers using the uploaded materials and answers you provide. If applicable, you can upload one sample of these materials (membership directory, recruiting brochure or letter, convention brochure, etc.) with your entry.

Criteria	Yes/No	Points Possible
1. Does your chapter publish a limited-access (distributed to members only) membership directory? (Include one sample.)	Yes/No	3
2. Does the newsletter contain the new MOAA logo (with Registered Mark) ®?	Yes/No	3
3. Does your chapter publish its own recruiting brochure and send out a compelling recruiting letter? (Include ONE sample).	Yes/No	4
Extra Credit Total		10

Apply the addendum documents using the upload section.
After you have added documents, submit your application.
Submitter and chapter president will receive a copy of the completed application.



Website Criteria

Section I – Objective Scoring

Criteria	Yes/No Indicate Location on Website	Possible Points
1. Does the website contain a link to the “Take Action” section of MOAA’s website? (http://takeaction.moaa.org)	Yes/No Indicate Location on Website	35
2. Does the website contain a statement that indicates national MOAA and the chapter are nonpartisan?	Yes/No Indicate Location on Website	15
3. Is there information on who can join or upcoming meetings and their location?	Yes/No Indicate Location on Website	30
4. Is it clear the council or chapter is an affiliate of national MOAA?	Yes/No Indicate Location on Website	20
5. If you wanted to contact the council or chapter to get more information, would you be able to do so? (Some affiliates provide the personal email address of a council or chapter officer, while other affiliates safeguard their leaders’ personal information by setting up an email account for their affiliate. Example: moaa-ac@sbcglobal.net is the email address for the Alamo (Texas) Chapter.)	Yes/No Indicate Location on Website	20
Section I Total		120



Website Criteria, cont.

Section II – Subjective Scoring

This section is information only. A panel of judges will determine the scores in this Subjective Scoring section. Applicants should not self-score the Subjective Scoring section.

Criteria	Points Possible
1. Is the website easy to navigate and well organized?	20
2. Does the website make good use of photos and graphics?	20
3. Does the website contain up-to-date information?	25
4. Does the website give you a feel for what the council/chapter does? (Look for a mission statement, articles on service projects, charitable donations, legislative activities, etc.)	30
5. Does the website favorably represent national MOAA and the council/chapter and showcase the benefits of national MOAA membership and council/chapter membership?	25
Section II Total	120



Website Criteria, cont.

Section III – Extra Credit

A panel of judges will verify your answers using answers and submission materials you provide. If applicable, you can upload a print sample, such as one printed copy of an email legislative alert or other communication sent out via email.

Criteria	Yes/No	Points Possible
<p>1. Does the council or chapter use ANY of the following forms of social media:</p> <ul style="list-style-type: none"> a. Facebook page b. LinkedIn (for chapter job networking groups) c. Twitter d. Instagram e. YouTube <p>Please provide the web address for social media used, Twitter account info, etc.:</p> <p>*Submitter will be able to upload addendum items at the end.</p>	<p>Yes/No</p> <p>(The chapter receives 4 points if they use ANY form of social media.)</p>	<p>4</p>
<p>2. Does the chapter have an email network or use social media to send out reminders about upcoming meetings or events, or legislative alerts? (Include one printed sample.)</p>	<p>Yes/No</p>	<p>3</p>
<p>3. Does the website contain the new MOAA logo? (with Registered Mark) ®?</p>	<p>Yes/No</p>	<p>3</p>
<p>Extra Credit Total</p>		<p>10</p>

Apply the addendum documents using the upload section. After you have added documents, submit your application. Submitter and chapter president will receive a copy of the completed application.