



COLONEL MARVIN J. HARRIS COMMUNICATIONS AWARD



Criteria and Instructions for COUNCIL Submission

Please Note: Newsletter submission will be based on 2022 programs, events, and achievements.

Submission Deadline is Feb. 1, 2023

Introduction:

Councils and chapters will have the opportunity to submit their Communication Award applications via a web-based portal in up to two categories:

(1) Print/E-Newsletter

(2) Website

Each category will require responses to qualifying and objective questions.

After the submitter has answered all of the questions and included corresponding references to page numbers (newsletter) and web address location (website), he/she will be prompted to upload one 2022 newsletter (if applicable) and/or applicable addendum document(s).

Evaluation Criteria:

Submitters will be required to answer three qualifying questions to be permitted to submit an entry. Entries will then be evaluated on both objective and subjective criteria. A panel of judges will verify your answers for the objective score and determine subjective scores. As a reminder, this is a look back of 2022 programs, events, and achievements.

Submission Process:

Submitter will be required to create a username and password in order to utilize the online web-based portal and submit their entry. This username/password is separate and distinct from your MOAA username/password.

After creating the username/password, it is recommended that you safeguard the information. This not only ensures user security, but also provides users the opportunity to save their work, make changes or go back to review answers before making the final submission.

If submitting in the newsletter category, please be prepared to upload one copy of your 2022 newsletter (*please do not submit a newsletter dated in 2023 as it will not be accepted*).



Council Name and Submission information

1. Council Name:
2. Council 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, submitter will provide:

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

If selecting Website, submitter will provide:

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

If selecting both, submitter will provide both leaders who are responsible for the newsletter and website (i.e., name, rank, service; if civilian, indicate that the person is a civilian).

For all entries, submitter will provide:

- Submitter's name, rank, service (or civilian), email, and phone number
- Council President's name, rank, service (or civilian), email, and phone number



**Print/E-Newsletter:
Preliminary/Qualifying Questions**

To qualify submit an award entry, your newsletter must meet the following criteria:

Criteria: Confirm the following	Confirm
1. The newsletter contains the MOAA logo with <u>registered</u> trademark ® (not TM).	Confirm
2. The newsletter does not include partisan content.	Confirm
3. The newsletter does not contain service logos.	Confirm

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Section I – Objective Scoring

Criteria	Yes/No Indicate page #	Possible Points
1. Does the newsletter contain a statement indicating national MOAA and chapter are nonpartisan?	Yes/No Indicate Page #	10
2. Does the newsletter contain the web address or a link to MOAA's online legislative Take Action Center: www.moaa.org/takeaction	Yes/No Indicate Page #	10
3. Does the newsletter cover national, 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 #	10
4. Does the newsletter contain details about attending meetings or other activities and the location (in person or virtual).	Yes/No Indicate Page #	10
5. Does the newsletter contain a membership application or information about how to join the chapter?	Yes/No Indicate Page #	5
6. Can chapter members receive the newsletter electronically?	Yes/No Indicate Page #	5
Section I Total		50



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?	10
2. Does the newsletter reflect who the council is? (Look for a mission statement, contact and leadership information, coverage of chapter activities, etc.)	10
3. Does the newsletter cover a variety of topics (legislative issues, chapter activities, veterans’ benefits, local items of interest, etc.)?	10
4. Does the newsletter favorably represent national MOAA?	10
5. Does the newsletter showcase the benefits of council and chapter membership?	10
Section II Total Possible Points:	50

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Print/E-Newsletter Criteria, cont.

- Using the upload section, attach one version of your 2022 newsletter.
- Submit your application.
- Submitter and council president will receive a copy of the completed application.

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Website: Preliminary/Qualifying Questions

To qualify submit an award entry, your website must meet the following criteria:

Criteria: Confirm the following	Confirm
1. The website contains the MOAA logo with <u>registered</u> trademark ® (not TM).	Confirm
2. The website does not include partisan content.	Confirm
3. The website does not contain service logos.	Confirm

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Website Criteria

Section I – Objective Scoring

Criteria	Yes/No Indicate Location on Website	Possible Points
1. Does the website contain a statement that indicates national MOAA and the council are nonpartisan?	Yes/No Indicate Location on Website	10
2. Does the website contain a link to MOAA’s online legislative “Take Action” Center? www.moaa.org/takeaction	Yes/No Indicate Location on Website	10
3. Is there information about joining a chapter in the state (who is eligible and how to join)?	Yes/No Indicate Location on Website	10
4. Does the website include information about council/chapter activities and events to showcase the benefits of membership?	Yes/No Indicate Location on Website	10
5. Does the website include information about joining national MOAA?	Yes/No Indicate Location on Website	5
6. Does the website contain a link to the council’s social media channels?	Yes/No Indicate Location on Website	5
Section I Total		50



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, and up-to-date??	10
2. Does the website make good use of photos and graphics?	10
3. Does the website favorably represent national MOAA and the council/chapter?	10
4. Does the website council/chapter does (look at for a mission statement, information about service and community projects, charitable donations, and legislative activities, etc.)?	10
5. Does the website showcase the benefits of both national MOAA membership and council/chapter membership?	10
Section II Total	50

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Website Criteria, cont.

- Submit your application.
- Submitter and council president will receive a copy of the completed application.

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