



2023
Communications Award
Submission Criteria
Instructional Guide

Submission Deadline:
February 16, 2024

TABLE OF CONTENTS

2023 Communications Award Criteria

Introduction and Evaluation Criteria.....	3
Submission Process.....	3

Database and Self-Reporting Scores

Getting Started.....	4
Preliminary/Qualifying Questions (Print/E-Newsletter).....	5
Section I - Self-Scoring Criteria.....	6
Section II – Judges Assessment.....	7-9
Upload Section (Print/E-Newsletter).....	10
Preliminary/Qualifying Questions (Website).....	11
Section I - Self-Scoring Criteria.....	12
Section II – Judges Assessment.....	13-15
Review and Submit Your Application (Website).....	16



Introduction and Evaluation Criteria:

The Col. Marvin J. Harris Communications Awards recognize councils and chapters that do an outstanding job of communicating with their members and community in two categories:

(1) Print/E-Newsletter

(2) Website

Submitters will be required to answer three qualifying questions before being permitted to submit an entry. A panel of judges will score submissions considering design and content. As a reminder, this is a look back at 2023 programs, events, and achievements.

Submission Process:

The user will be required to create a new username and password in order to utilize the online web portal to submit a Communications Award entry. This username/password is separate and distinct from your MOAA username/password.

After creating the username/password, it is recommended that the submitter safeguard the information. This not only ensures the user's 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 a 2023 newsletter (*please do not submit a newsletter dated in 2024 as it will not be accepted*).



Getting Started

1. Council/Chapter Name:
2. Affiliate 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
- Chapter President's name, rank, service (or civilian), email, and phone number



Print/E-Newsletter

Qualifying Questions

To qualify to 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



Print/E-Newsletter

Section I – Self-Scoring Criteria

Criteria	Yes/No Indicate page #	Possible Points
1. Does the newsletter contain a statement indicating national MOAA and the affiliate are nonpartisan?	Yes/No Indicate Page #	10
2. Does the newsletter contain the web address or a link to MOAA’s online Legislative Action Center: www.moaa.org/takeaction ?	Yes/No Indicate Page #	10
3. Does the newsletter cover national, state, and/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 #	5
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 #	10
Section I Total		50



Print/E-Newsletter

Section II – Judges Assessment

This section is information only. A panel of judges will determine the scores based on the below criteria. Applicants should not self-score this section.

Criteria	Max Possible Points
<p>1. Is the newsletter’s design pleasing and easy to browse? Score 1-3: Mainly text, stock pictures, boxy design Score 4-7: A healthy mix of pictures and text. Score more for better pictures, use of other graphics (charts, images), effective layout Score 8-10: Effective title treatment, pictures are engaging, active, in focus and complement the text. Design is fluid and helps readability. Scoring at this level indicates best in class design.</p>	10
<p>2. Does the newsletter give the reader a good idea about the affiliate’s activities and members? (Look for a mission statement, contact and leadership information, coverage of chapter activities, etc.) Score 1-3: Lacks mission statement, contact information, articles are more national or state based rather than about the chapter. Score 4-7: Includes stated mission or focus, how to contact the chapter and a list of leaders. A healthy portion of articles are about the chapter. Score more if chapter content is in the front portion of the newsletter, well-designed, and creative. Score 8-10: Really gives the flavor of the chapter. Shows personality of the chapter, how to get involved, who to contact, and the mission of the chapter. Scoring at this level indicates that by reading this, you would highly consider joining.</p>	10



<p>3. Does the newsletter cover a variety of topics (legislative issues, activities, veterans’ benefits, local items of interest, etc.)? Score 1-3: Newsletter has limited topic variety in 1 or 2 categories. Score 4-7: Newsletter has a mix of topics, including news, chapter events, local items of interest, national topics. Topics in at least 3 categories. Score more for engaging content, a selection of news and interest stories. Score 8-10: Newsletter has regular sections/features that give the reader a wide variety of content that addresses their military needs as well as general or timely topics. Scoring at this level indicates that you would look forward to reading each issue.</p>	<p>10</p>
<p>4. Does the newsletter favorably represent national MOAA? Score 1-3: No mention of MOAA or only passing mention(s) of MOAA. Score 4-7: Noticeable and multiple mentions of MOAA accompanied by favorable language. Score more for more positive and supportive language or use of MOAA generated content. Score 8-10: Clear connection between chapter and national in text and possibly through pictures/other graphics. Scoring at this level indicates close, clear ties between chapter and national. Clearly shows alignment.</p>	<p>10</p>
<p>5. Does the newsletter showcase the benefits of council and chapter membership? Score 1-3: No to small mention of membership. Maybe only how to join. Score 4-7: Visible and clear understanding of membership and the benefits of such. Score more for membership benefit call outs (ie, benefits corner) or stories about how membership benefited a member. Score 8-10: It is clear that this newsletter comes from a membership organization. Membership benefits are prominent and clear. Might include contact information specifically about membership. Scoring at this level</p>	<p>10</p>



illustrates that the chapter is focused on building membership.	
Section II Total Possible Points:	50



Print/E-Newsletter
Upload Section

- Using the upload section, attach one version of your 2023 newsletter.
- Submit your application.
- Submitter and chapter president will receive a copy of the completed application.



Website
Qualifying Questions

To qualify to 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



Website

Section I – Self-Scoring Criteria

Criteria	Yes/No Indicate Location on Website	Possible Points
1. Does the website contain a statement that indicates national MOAA and the affiliate are nonpartisan?	Yes/No Indicate Location on Website	10
2. Does the website contain a link to MOAA’s online “Legislative Action” Center? www.moaa.org/takeaction	Yes/No Indicate Location on Website	10
3. Does the website include information about activities and events to showcase the benefits of membership?	Yes/No Indicate Location on Website	10
4. Is there information about joining (who is eligible and how to join)?	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 your council/chapter have a social media presence?	Yes/No Provide Social Media URLs	2.5
7. Does the website contain a link to social media channels?	Yes/No Indicate Location on Website	2.5
Section I Total		50



Website

Section II – Judges Assessment

This section is information only. A panel of judges will determine the scores based on the below criteria. Applicants should not self-score this section.

Criteria	Max Possible Points
<p>1. Is the website easy to navigate, well organized, and up-to-date? Score 1-3: Homepage is mostly text and/or information is out-of-date. Score 4-7: It’s clear where to go for information. The website prioritizes important content, subpages are well-organized and clear. Content is current. Score more for updated technology (hamburger menus, mouse over), very clear organization and navigation, incorporation of social media. Score 8-10: Website is clean and organized very well. If asked to find something you are able to easily. Content is up to date (no out-of-date material), easy to navigate into, around, and out of the site. Scoring at this level indicates you would bookmark this site and return regularly.</p>	10
<p>2. Does the website make good use of photos and graphics? Score 1-3: Has some photos but mostly on interior pages or they are of low quality. Score 4-7: High-quality and engaging photos and graphics. These elements are used to tell or enhance a story. Score more for photos that show engagement/action—not just a line of people. Score more if graphics can stand alone. Score more if video elements are included. Score 8-10: This website uses high-quality, well-composed photos/graphics in prominent positions that are used to draw the reader or cause them to click on the information. Should also include video (or links to videos) Scoring at this level means this chapter/council understands the power of visuals.</p>	10



<p>3. Does the website favorably represent national MOAA and the council/chapter? Score 1-3: Site has no or limited indication that it is aligned with MOAA national. Score 4-7: Site is clear that it is a chapter/council of national MOAA, including links back. When appropriate content mentions national MOAA and/or the work it is doing on behalf of the membership. Score more for sites that use engaging and exciting language and that illustrate the importance of both chapter/council and national. Score 8-10: Site shows close ties between chapter/council and national MOAA—possibly Military Officer Magazine content from the chapter, national awards information/wins. Scoring at this level indicates that the site illustrates a strong and complementary relationship between chapter/council and national MOAA.</p>	<p>10</p>
<p>4. Does the website reflect what the council/chapter does (look for a mission statement, information about service and community projects, charitable donations, and legislative activities, etc.)? Score 1-3: It is unclear (other than a logo) what this site does or any affiliation. Score 4-7: Site has an About Us page or information on what/who the chapter/council is. The site indicates events and projects that benefit the chapter/council or the community. Site indicates legislative priorities. Score more for sites that indicate context and results from legislative activities and for those sites that indicate clear calls to action. Score 8-10: This site provides a flavor of who the chapter/council is and what the visitor could experience should they join. The site has a personality and illustrates multiple ways individuals can participate. Scoring at this level means the site portrays an organization that you would be excited to join or become active with.</p>	<p>10</p>



<p>5. Does the website showcase the benefits of both national MOAA membership and council/chapter membership? Score 1-3: Little to no indication that it is a membership organization or it is connected to a larger entity. No demonstration of membership benefits. Score 4-7: Site indicates clearly the benefits of both the chapter/council and national MOAA. Includes information on how to join both entities and makes that journey easy to understand. Score more for sites that clearly explain how the entities complement each other and what the individual can get from joining both. Score 8-10: Sites at this level clearly layout, explain, and demonstrate the relationship between chapters/councils and national MOAA. Possibly includes graphics and pictures that illustrate how the two entities work together. Scoring at this level indicates that the site entices you to join both entities and that you understand the relationship between the two.</p>	<p>10</p>
<p>Section II Total</p>	<p>50</p>



Website
Review and submit your application

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

