

Instructions

Thank you for taking time to enter the Col. Marvin J. Harris Communications Award Contest. Your submission will be judged using Objective Criteria and Subjective Criteria. Councils and chapters also can earn points in the Extra Credit section for using other communication mediums, which enhance their affiliate's overall communications effort.

You will need Adobe Acrobat Reader to complete the checklist on the next page and the score sheets. A free version can be downloaded using the following link: <http://get.adobe.com/reader/otherversions/>

How to use the score sheets

Answer "yes" or "no" to the questions in Section I — Objective Scoring and Section III — Extra Credit by clicking on the **Typewriter** icon or **Add Text Comment** box at the top of the page. Then click on each line to fill in the appropriate information. Save the completed checklist and score sheets to your computer and then attach documents to an email to awards@moaa.org. The judges will verify your answers using the materials you provide.

A panel of judges will determine the scores in Section II — Subjective Scoring. Applicants **should not** self-score the Subjective Scoring section.

How to submit an entry

Council and chapter leaders should submit ONE package, which includes all of the materials needed to evaluate their entry. Your entry package should include:

- the communications award checklist;
- completed score sheets for each category you are entering;
- ONE electronic or scanned sample of your print newsletter (if you are entering a print newsletter in the Print and E-Newsletters Category);
- ONE electronic or scanned sample of each communications product you would like considered for Extra Credit. (Please review the Extra Credit sections of the Print and E-Newsletters Category and the Websites Category, which indicates what materials (recruiting brochures, membership directories, email legislative alerts, etc.) that you should include with your submission. In the Websites Category, the judges will verify your affiliate's use of social media, MOAA Connect, and the MOAA logo using the materials you provide.)

Councils and chapters should forward a scanned copy of one print newsletter OR one e-newsletter in the Print and E-Newsletter Category to awards@moaa.org. **(Print newsletters distributed via email should be scanned and included with your submission packet.)**

Enter category name, i.e. E-Newsletter or Website, in the Subject line of your email. Provide the name of your council or chapter, your name, and your phone number or email address in the body of the email. Because e-newsletters contain active hyperlinks to online material, they must be judged in e-mail format. MOAA personnel will match your e-newsletter with any printed materials in your submission.

Where do I send my entry?

Electronic or scanned copies of printed material are preferred and should be forwarded to awards@moaa.org. If you must mail your submission, your package should be mailed to MOAA, Chapters and Councils, ATTN: Communications Awards Contest, 201. N. Washington St, Alexandria, VA 22314

Col. Marvin J. Harris Communications Award Checklist

Fill in the following information by clicking on the Typewriter icon at the top of the page or access it from the Tools menu. Then click on each line to enter the appropriate information. Remember to save the completed Checklist to your computer and then attach it to an email to awards@moaa.org

1. Name of your council or chapter: _____

2. Your name: _____

3. Your email address and phone number: _____

4. Please check the categories you are entering:

Print and E-Newsletters Name of your publication: _____

Name, rank, and service of editor: _____

Websites Address for your website: _____

Name, rank, service of webmaster: _____

Please list any materials that are included with your submission that you would like considered in the Extra Credit sections for Print and E-Newsletters AND Websites. Include only one electronic or scanned sample of each Extra Credit item (membership brochure, recruiting brochure or letter, legislative alert or communication) sent out via your email network, etc.

a. _____

b. _____

c. _____

d. _____