



MALPA

Michigan American Legion Press Association

Member of NALPA

Joe Hollomon, Editor

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2010-2011 OFFICERS

PRESIDENT: Nedra Beal
VICE-PRESIDENT: Allen Liebau
SECRETARY: Kay Bauer
TREASURER: Joe Callahan
CHAPLAIN: Margo Liebau
MEMBERS-AT-LARGE: Nancy Frye,
Frank Rodman, George Jingles

FROM THE PREZ

Nedra Beal

Winter Meeting is almost here! Hopefully the snow will hold off a little longer so we won't have any travel worries. As usual, we will be meeting in my hotel room. I will have flyers at the registration table with my room number on them.

Are you preparing to enter your newsletter in our competition? Please do!!! The competition rules were in the last newsletter and the cover sheet will be in this one. Our Newsletter Competition Chairman, Shannon Warwick is in Alaska awaiting a large number of entries this year. Follow the rules carefully. Good luck!

Your newsletter need not just cover activities from your Post. Include information about veterans that you read and hear in other areas. Do not let politics color your articles. Just give the facts.

Treasure Kay Bauer is still waiting for some members'

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OUR MISSION

Members of MALPA encourage the exchange of ideas, promote the development of local newsletters and public relations activities, strive to communicate the corporate goals of The American Legion Family organizations and recognizes achievement through an annual newsletter and newspaper awards program.

FROM THE PREZ

(Continued from page 1)

dues. You **MUST** be a paid member to enter our contest and partake in our luncheon.

If you have occasion to email me; please include MALPA in the subject line. With all the viruses going around, I do not click on any messages if I don't recognize the sender or the subject.

See you in Flint.

THE NEW AMERICAN LEGION PUBLIC RELATIONS TOOL KIT

Joe Hollomon

The new American Legion Public Relations Tool Kit is done and is available online. You can find it at: <http://www.legion.org/prtoolkit> . This handy and easy-to-use resource is made up of a series of "annexes" (14 in total) that hold a wealth of information. Think of these annexes as smaller divisions within the tool kit. For example, there are annexes for press releases, message points, posters and handouts. There are even annexes for pre-made proclamations and radio spots.

If, for example, you need a press release about Boys State or if someone from the public press comes to your Post asking about the National Emergency Fund., you have information just a few mouse clicks away. Let's say you and your Post are thinking big and considering running a television spot. The new tool kit has 11 different spots for you with topics ranging from "Active Duty membership" to "Youth". I think many people will also enjoy the interactive .pdf print ads that allow you to customize a professionally made ad slick for your Post in a matter of minutes. Be assured, the list of available resources is far too great for me to list in this simple article.

Whatever your organization's P.R. needs may be, the new American Legion Public Relations Tool Kit has a media product that can be tailored to your needs.



Above: Just one example of an ad slick available from the new P.R. Tool Kit. Note that after pre-printed paragraph you can customize this ad by typing in your organization's information.

MICHIGAN POST NEWSLETTERS AVAILABLE ONLINE

Joe Hollomon

Ever wonder what newsletters look like from other American Legion Posts? Well, sometimes I do. Below is a listing of Posts I know of that regularly make their newsletter available online for the public to see. Please note, by no means do I mean to imply that this is a complete list. If you know of another Michigan American Legion Post that makes their newsletter available on their website, please email me at the address listed on the front page, and I will add them to the list.

CITY	POST	WEBSITE
Ann Arbor	46	www.americanlegionannarbor.org
Battle Creek	298	www.michiganpost298.org
Caledonia	305	www.calmilegion.org
Clarkston	63	www.legion63mi.org
Farwell	558	www.cfpost558.org
Fife Lake	219	www.americanlegionpost219.org
Grand Haven	28	www.grandhavenlegion.org
Grand Ledge	48	www.grandledgelegion.org
Grand Rapids	2	www.alpost2.org
Grand Rapids	208	www.dwcassard.org
Grand Rapids	459	www.north-eastern459.org
Harrison	404	www.404americanlegion.org
Holland	6	www.hollandmichiganpost6.org
Livonia	32	www.americanlegionpost32.com
Mt. Pleasant	110	www.mtpleasantlegion.org

Join us for the MALPA meeting Saturday, February 18 - Flint

MALPA NEWSLETTER COMPETITION RULES

ELEGIBILITY: Competition in all classes is open to any active member of the Michigan American Legion Press Association providing they comply with the specified rules and regulations of the competition class they are entering.

COMPETITION YEAR: Competition in all classes will be limited to twelve (12) months beginning with May 1st of the previous year and ending with April 30th of the current year.

COMPETITION MAILING DEADLINE: All entries sent to the contest chairman to be postmarked no later than May 10th of the contest year. MALPA President will name the Contest Chairman and notify all members of the change. All entries in all classes will have an official cover sheet with the following information:

Editor/webmaster name, address, telephone number, email

Publication name or name of article submitted

Post/Auxiliary name, number and city location

Number of members of previous year

Entry classification and type of printing for publications entry

Number of times published during the contest year for publications entry

Contest winners will be announced at the MALPA Annual Meeting held during Department Convention. All prizes will be awarded at Fall Conference. At least three competent judges will score all entries.

COMPETITION CLASSES AND AWARDS:

CLASS A "BEST PUBLICATIONS" for membership of 301 members or more

CLASS B "BEST PUBLICATIONS" for membership 001 to 301 members

Two categories each class: OFFSET PRINTING and OTHER THAN OFFSET PRINTING

Awards: Class A and Class B "Offset" and "Other than Offset"

1st and 2nd place: engraved personal plaque

3rd place: certificate

Rules: Competition is limited to one entry from any Post, Unit or SAL Squadron or joint publication from those listed. If more than one entry from the same place is received, the entry of the Editor will be accepted and all others disqualified. Should there be more than one entry, but none from the Editor, the entry with the earliest postmark will be accepted and all others disqualified.

All publications submitted for judging must have as a part of their masthead:

The words "Member of MALPA"

The number of members of the previous year

Date of the publication

Publication identification

Name of the Editor

Exceptions will be made only in the event that the publication Editor is not a member of MALPA; however, the submitting MALPA member must then attach an affidavit from the Commander, President, Adjutant or Secretary stating the number of members of the previous year and any other information from the above list that is not on the masthead.

SUBMIT YOUR THREE BEST PUBLICATIONS and send three copies of each with official cover sheets attached to the Contest Chairman.

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MALPA NEWSLETTER COMPETITION RULES - continued from page 3

CLASS C "PEN & INK": Original article published during the contest year.

Awards: 1st and 2nd place: engraved personal plaque
3rd place: certificate

Rules: a. Only one entry per member allowed

One article (news item, feature story or editorial) which is original and was written by the submitting member.

The article must have appeared in a publication of those eligible during the contest year or published in any of the State or National publications of the American Legion/Auxiliary.

The subject matter must tend to promote the aims and ideals of The Legion as outlined in the Preamble to the Constitution of the American Legion/Auxiliary.

That the article is original, must be attested to by the Commander, President, Adjutant or Secretary of the publication editor if those persons are the author.

Send three copies of the article, as it appeared in published form, the affidavit and the official cover sheet to the Contest Chairman.

CLASS D "ASSOCIATED PUBLICATIONS AWARD"

Awards: 1st and 2nd places: engraved personal plaque
3rd place: certificate

Rules: a. This is for any publication made up of DIFFERENT Posts/Units/ Counties/Districts/SAL Squadrons/ Juniors, such as District or Zone newsletter. This class does not include Public Relations.

b. Additional rules for this category are the same as for Class A and Class B as listed above.

c. Send three copies of your best three issues with an official cover sheet to Contest Chairman.

4. CLASS E "BEST AMERICAN LEGION/AUXILIARY PUBLIC RELATIONS"

Awards: 1st place: engraved personal plaque
2nd place: certificate

Rules: a. Any member may submit one entry consisting of not more than twelve different news releases as published in the outside press during the contest year.

b. Each news item must have the name and date of the paper in which it appeared.

c. Submit three full sets of the entry as they appeared in printed form to Contest Chairman with the official cover sheets attached. Photocopies will be allowed.

5. CLASS W "WEBSITE"

Awards: 1st place: engraved personal plaque
2nd place: certificate

Rules: Websites will be judged on local information, site design, links, appropriateness of information and attractiveness.

SUBMIT THE ELECTRONIC ADDRESS FOR YOUR WEBSITE. Must send official coversheet to Contest Chairman.

BASIS OF JUDGING ALL PUBLICATIONS CATAGORIES:

Local news of the organization	40 points
County, State and National news of the organization	15 points
All other news	15 points
Editorial excellence	10 points
Makeup and style	10 points
Attractive appearance	10 points

In all categories, ten points will be deducted for not abiding by the rules. If only one entry is received in any category, it will be judged and must attain a score of 2/3 the maximum points to be awarded 1st place, 1/2 the maximum points to be awarded 2nd place and will receive the 3rd place award for scores lower than 1/2 the maximum points.



Michigan American Legion Press Association

Best Publication Contest Cover Sheet

20____ - 20____

EDITOR OR WEBMASTER

LAST NAME _____ FIRST NAME _____

TELEPHONE _____

ADDRESS _____ CITY/ST/ZIP _____

Member of MALPA? (yes/no)? _____

PUBLICATION NAME _____

POST/UNIT NAME _____ NUMBER _____

CITY (or location) _____

HOW MANY MEMBERS (previous year) _____

CHECK ENTRY CLASSIFICATION

- _____ Class "A" - BEST PUBLICATION - members 301 or more
- _____ Class "B" - BEST PUBLICATION - members 001-300
- _____ Class "C" - PEN & INK ARTICLE
- _____ Class "D" - BEST PUBLICATION District / Zone, etc.
- _____ Class "E" - BEST PUBLIC RELATIONS
- _____ Class "W" - BEST WEBSITE

CHECK TYPE OF PRINTING

- _____ Offset
- _____ Other

NUMBER OF TIMES PUBLISHED DURING CONTEST YEAR _____

NOTE TO ENTRANTS: make enough copies of this COVER SHEET so that you have one cover sheet for every class you are entering. Send three sets of publications for competition. Select three different issues - 3 copies of each - separate into three sets and mail your entries to:

**Shannon Wawruck
504A Richardson Dr.
JBER, AK 99505**

**Must be postmarked by May 5 & arrive by May 15
If you would like an email confirmation on arrival please send email to:
shannon.wawruck@gmail.com subject: MALPA Contest**