

**Department of Pennsylvania
Veterans of Foreign Wars
PA Dept. Communication Contest for Post & District Newsletters & Websites
2024-2025**

Submissions are now being accepted for the VFW Pennsylvania Department Communications Contests—the Newsletter Contest and the Website Contest. The deadline for entering both contests is January 31, 2025

Newsletter Contest

Does your Post or District have a newsletter or e-newsletter that deserves recognition for communicating important VFW news and information; and promoting growth and participation in programs? If so, consider entering your publication in the Department’s Contest.

The Pennsylvania State VFW Contest is separate from the National VFW Contest, which uses a different entry form and deadline. Posts and Districts should send entries for the National-level Contest directly to National Headquarters; National entries are not submitted through the Pennsylvania State Headquarters. For more information on the National Publications Contest, watch www.vfw.org. Posts are free to enter their newsletter regardless of whether they win a Pennsylvania Department-level newsletter award.

Each issue of your Post/District publication should confirm why your VFW Post is an important organization for members and their communities.

Entries will be judged on the breadth of information presented, layout including use of photos/artwork, grammar, spelling, accuracy, easy to read design format and the overall professionalism of the newsletter.

Note: Entry tip: strong newsletters provide contact info for leadership, leadership messages, information about VFW events and volunteer opportunities, veterans benefit information, patriotic information, a listing of the VFW’s mission and news about Post support of veterans, military troops, youth, and local communities. Use a consistent layout, photos/graphics, error free writing, active voice, and interesting content.

Use the entry form for all Department Communication Contest entries.

Send only one copy of your newsletter published between November - December 2024 and January 31, 2025.

Website/Social Media Contest

This contest features categories for Post and District websites and social media presence. Websites and Social Media content will be evaluated on easy navigation, quick load time, overall content, information of value to veterans from all service eras, important links to online resources, and creative design (use of images/graphics and design to attract users). Make sure your content is current. **Use the entry form for all Department Communication Contest entries.**

Submit your entries via email or regular mail before midnight January 31, 2025 to Chairperson Dwayne MacKenzie at Mackster@ptd.net using a subject line reading **“PA VFW Website Contest.”**

The body of the message should contain: **Post name, town and number; website internet URL address or social media platform and handle (@ephrtavfw on Facebook, for example); Post mailing address and phone number, email address of the person submitting the entry, a statement about who designed and maintains the website, webmaster’s name and contact information including email address and phone, and any supportive comments.**

For Department research only and not to be factored into the judging: Please note if the website was designed by a Post member or a paid company (if fee paid to a web development company, please note the company name and budget for the site creation), and list if the site is housed on a server owned by the Post or through a web development company. We can use this information to guide other Posts that contact HQ for guidance on creating a website.

The National organization does not have a VFW website or social media contest.



Department of Pennsylvania
Veterans of Foreign Wars
Publication Contest Entry Form
2024-2025

All entries from Posts/Districts must be sent directly to the Department Communications Chairman (Post/District Newsletters & Websites) and must be accompanied with this form. Please be sure to check the box for the appropriate publication frequency of your newsletter, and the box for how the newsletter is distributed.

The deadline to send your entry to the Department Chairman is **January 31, 2025.**

District/Post Adjutants: Please include a copy of this form with each winning entry.

- District Entry:
- Post Entry:

Name of Publication: _____
Post Number: _____ District Number: _____
Editor's Name: _____
Editor's address (street): _____
City/State/Zip: _____
Editor's Phone number and email address: _____

Publication Frequency:

- Published 1-4 times a year
- Published 5 or more times a year

Distribution Method:

- Mailed to full membership
- Mailed to full membership and emailed
- Emailed only
- Other (please explain) _____

Any questions, please contact the Department Communications Chairman:

Dwayne "Mack" MacKenzie
311 Jeff Avenue
Ephrata, PA 17522
717-823-1002
Email: mackster@ptd.net

National Annual Publication Contest 2024-2025

VFW Announces Annual Publications Contest Submissions must be mailed by April 1, 2025.

The Veterans of Foreign Wars of the United States is now accepting submissions for its 2024-2025 National Publications Contest. VFW publications published up to four times annually, or five or more times annually, are eligible to be judged. All entries submitted must have been published sometime between Jan. 1, 2024, and Dec. 31, 2024.

Department-level publications:

- Newspaper/Newsletter Defined as being printed on newspaper stock.

Best Feature Story All publications judged together in this category and submitted separately. The story must be a published article of at least 300 words. It can be originally written by your newspaper/magazine staff or by a freelance writer or be reprinted from a newspaper within your state. Feature articles published in online/electronic newsletters, newspapers or magazines also are eligible, but must be printed in color and submitted via USPS, not email.

- Magazine Defined by physical size and paper stock or designed for online distribution as a PDF. Online/electronic magazines must be printed in color and submitted via USPS, not email.

District/Post-level publications:

- Overall Design and Content Each category will be awarded three places: a grand award (first overall), silver (second overall) and bronze (third overall). Grand prize winners will receive a plaque, and the silver and bronze awards will take the form of a certificate suitable for framing.

The VFW Publication Department's awards system conforms to that of professional societies within the association publishing industry: National Mature Media Awards, Association Trends, Society of National Association Publications, Society of Professional Journalists and Communications Concepts. In other words, the same types of awards for which VFW magazine competes.

Examples of eligible subjects for the Best Feature submissions include operations of state VA departments, National Guard/Reserve unit deployments overseas, troop-support activities, Department VFW programs, dedication of state memorials and state or local commemorative events for the 50th anniversary of Vietnam. **Editorials or opinion articles WILL NOT be considered this year.** Articles written by VFW magazine staff and reprinted in District, Post or Department publications **will not** be considered. Only one issue per publication will be reviewed by judges. **DO NOT** send multiple editions, as judges will not review all of them.

All entries should be sent directly to the VFW National Headquarters. Similar to last year, the competition will be open to any submission, not just the winning submissions from the Department level. This is to remove any bias at all levels. One copy of each submission should be postmarked by April 1, 2025.

Mail to: Publications Contest VFW Magazine

406 W. 34th Street, Suite 523, Kansas City, MO 64111

Contact for any questions: Ismael Rodriguez Jr. irodriguez@vfw.org