

CALPA Newsletter

Volume 2, Issue 1

Spring 2009

Special points of interest:

- President's Podium
- Secretary's Message
- Best Papers Contest
- Application
- Being Web Wise



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President's Podium Steve Thomas

It's time to start thinking about the CALPA Best Papers Contest. This year there will be some clarification of rules and a change to the Post newsletter contest. We are also having a special Presidents Contest for a new CALPA Logo.

In past years questions were raised on how to count membership in submitting entries for the Post Newsletter Contest. To clarify, you should go to the membership report and use the 2008 final membership number as the basis for your entry. At last years meeting, several of our members were concerned about the same people winning year after year. Analyzing our membership and Post membership, over two thirds of the Posts fall in the under 350 members category. This year we will have a 200 and under category, a 201 to 400 category and an over 400 category. This should balance out our awards.

Another question that needs to be addressed is who is eligible for awards. This has been a concern when submitting editorials. To clarify, the writer of the editorial must be a CALPA member. On the New Editor award, please check the box on the entry form for new editor in any submission you make. A new editor is a CALPA member who is a first time editor. For example: I was a new editor at Post 14 and submitted my entry as a new editor at that time. I later transferred to Post 650 and became the editor there. At post 650 I could not submit as a new editor as I had already submitted at Post 14.

On the website award, judging points on editorial content and mechanical preparation does not make sense, we will add those points to 1. makeup and subject matter and 2. attractive appearance respectively. This was questioned by past judges.

This year, we are clarifying the Computer Generated Publication. In the past this has been a duplicative award as the award winners also won in the newsletter categories. This year, please submit computer generated event programs, invitations, flyers, calendars, handouts, etc. that you designed and used for you Legion organization. Judging will be the same as the website.

On the matter of judging of the awards, we select professional editorial staff and webmasters with no affiliation with the American Legion as our judges. The entries are dropped off without comment and picked up when scoring is complete. We will have all entries at our luncheon and you may pick up your judges worksheet at that time.

Remember this year we are having a Presidents award for a new CALPA Logo. Please submit any entries to Sonja Thomas, our secretary, or bring them to the luncheon. Our members will vote for the Logo at that time. If our current Logo wins the \$50.00 Presidents Award will go to the CALPA treasury.

Good Luck to all our members in The Best Papers Contest.

Secretary's Message

Hey all, hope everyone has had a great year. It has been a very busy and trying year for myself. I must apologize to all of you for not getting cards out promptly. The newsletters were also a little off this year as I have had problems that I have had to deal with. I am currently working on the CALPA luncheon and have delayed this newsletter long enough waiting for a reply. I will send out fliers for the luncheon in the next week or two.

I hope you all have entries to turn in this year for our best papers contest. I know it is short notice but the classes has changed. Hopefully we will have some entries in the different classes and some new winners this year. These changes should spread the competition out a little more.

A lot of you apparently received NAPLA renewal notices this year. Your dues were paid on time and these notices should not have been sent out.

Anyone with entries for the President's award please mail in your entries or bring them to the luncheon. Hopefully we will have a nice competition there as well. Our current logos can be found in this newsletter on the front page as well as on the back page. Good luck to everyone.

CALPA "BEST PAPERS" CONTEST California American Legion Press Association ENTRY FORM

Category of Entry: _____ Class (circle one): 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8

A. BEST PAPERS: Submit ONE copy each of what you believe to be your "3 best issues" of the contest year

- Class:**
1. Posts with MORE than 400
 2. Posts with 201-400 members
 3. Posts with LESS than 200 members
 4. District, Auxiliary, SAL, PCC, 8 & 40, or 40 & 8
 5. Computer Generated Publication - (Willard A. Hope Trophy)

B. EDITORIAL: Submit "ONE COPY" of what you believe to be your best "editorial" of the contest year.

NOTE: If this is your first year as editor of your publication, please mark yes to the "First Time Editor" box.

- Class:**
6. Editorial - (Erlene Savage Trophy)
 7. New Editor - (Richard C. Parks "Park Bench" Trophy)

C. WEBSITE: Submit World Wide Web address (URL) of website

- Class:** 8. Best Web Site (New in 2004)

I am a "First Time" Editor: yes ___ no ___

Title of Publication: _____

Web Address: _____

Editor Name: _____

(circle one) Post / Unit / Squadron / District / County Council / Outpost / Salon / Voiture / Echelon # _____

District: _____ Area: _____ Editor Email: _____

CALPA Best Papers Contest

Here are the overall rules:

- A. **Eligibility:** You must be a member of CALPA for 2009. If you are not a current member, simply include \$5.00 for Dues, along with a completed CALPA application.
- B. **All papers/newsletters must be dated between June 2008 and May 2009:** There is no extra fee to enter. You must only be a current paid-up 2009 member of CALPA.
- C. **Entry Form:** A separate entry form must accompany each entry. You may enter any category and/or class but must use a different entry form for each.
- D. **Deadline:** All entries must reach the CALPA President by May 15, 2009.
Mail to: Steve Thomas—949 Doyle Avenue, Redlands, CA 92374

E. **The categories are:**

BEST PAPERS

Submit ONE copy of each of what you believe to be your “3 best issues” of the contest year.

Class:

1. Posts with MORE than 400 members
2. Posts with 201-400
3. Posts with LESS than 200 members
4. District, Auxiliary, SAL, PCC, 8 & 40, or 40 & 8
5. Computer Generated Publication—(Willard A. Hope Trophy) -computer generated event programs, invitations, flyers, calendars, handouts, etc

EDITORIALS

Submit “ONE COPY” of what you believe to be your best “editorial” of the contest year.

NOTE: If this is your first year as editor of your publication, please mark yes to the “First Time Editor”

Class:

6. Editorials—(Eriene Savage Trophy)
7. New Editor—(Richard C. Parks “Park Bench” Trophy)

WEBSITE

Class:

8. Best Web Site (New in 2004)

- F. **Competition Deadline:** Your entry must reach the CALPA President at the above address by May 15, 2009. He will then have all entries judged, and Trophies prepared.
- G. **Awards Presentation:** Awards are given for 1st, 2nd, and 3rd Place. All awards will be presented at the CALPA Awards Luncheon during the Department Convention.
- H. **Judging Category Point Scoring** (100 points possible)
- a. Post, Auxiliary, SAL News-40 points
 - b. County, District, State, Department & National American Legion News-15 points
 - c. Editorial Excellence-15 points
 - d. Makeup and Subject Matter-10 points
 - e. Attractive Appearance-10 points
 - f. Allowance for Mechanical Preparations-10 points



CALPA MEMBERSHIP APPLICATION
California American Legion Press Association

Please circle one or more of the following:

New Member Renewal Associate Officer Editor

Date of Application: _____



Forum for CALPA members.

groups.yahoo.com/group/CALPA

Being Web Wise

We know web users are busy building new pages and sprucing up existing ones because there are lots of new sites out there. Here are some hints to help make your pages more appealing:

- Try to keep content short to avoid scrolling whenever possible
- Hide pages that don't have content
- For lists of items, use bullets
- Use "chunking" to break up large areas of text. Website visitors skim web pages for information. A large, dense block of text is hard to read on a computer monitor. Use short sentences, headings, and subheadings to make text easier to skim.

Last Name: _____ First Name _____ MI _____

Street Address: _____

Address (line 2) _____

City: _____ State/Province: _____ Zip/Postal code: _____ Country: _____ * (Required)

Home Phone: _____ Work Phone: _____
Fax: _____

Post/Unit/Squadron Name & Number: _____ District: _____ Area: _____

Legion, Auxiliary, or Sons of TAL Member Data Number from your card: _____ *(need this number)

E-mail Address: _____
No E-mail: _____

Publication, Position or Office: _____

Please mail this application along with payment.

Please send check to: "CALPA" for:
\$15.00 CALPA and NALPA
\$ 5.00 CALPA only

Please include your NAME and E-MAIL ADDRESS along with your check for our reference.

