# Publications Guidelines

The “Nuts and Bolts” of
Newsletter and Website Programs
for ROA Departments & Chapters

# ROA
# **(d/b/a Reserve Organization of America)**
# Publications Guidelines

Original Edition

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# Table of Contents

**Chapters**


Purpose ..... Page 4
Mission ..... Page 4
Charter ..... Page 4
Flag ..... Page 5
Masthead ..... Page 5
Disclaimer ..... Page 6
Calendar ..... Page 6
Funding ..... Page 6
Renumeration of Editor ..... Page 7
Editorial Problems ..... Page 7
Content ..... Page 8
Advertising ..... Page 10


**Appendices**


Appendix 1 — Awards: Printed Newsletters ..... Page 12
Appendix 2 — Award Criteria for Sword & Pen/Ben Franklin ..... Page 13
Appendix 3 — Awards: Websites ..... Page 15
Appendix 4 — Award Criteria for Sword & Screen/BG Sarnoff ..... Page 16
Appendix 5 — Judging Matrix List for Department Newsletters ..... Page 17
Appendix 6 — Judging Matrix List for Chapter Newsletters ..... Page 18
Appendix 7 — Sample Advertising Contract ..... Page 19
Appendix 8 — Sample Advertising Invoice ..... Page 20

## Purpose

The purpose of these guidelines is to assist newsletter Editors and Webmasters at Chapter and Department levels in developing and publishing newsletters and maintaining websites, which will keep members informed and will further the objectives of ROA.

The formats presented here are intended to simplify the job of Editors and Webmasters and assist them in producing a credible newsletter and/or website that meets the criteria for awards and accomplishes the job of disseminating information in a pleasing, lawful, authoritative, accurate and timely manner.

No publication is perfect – including this one – but the objective here is to ensure that ROA's Department and Chapter newsletters and websites conform to a reasonable standard yet are still as individual and innovative as possible. We neither want, nor expect all the various newsletters and websites to look alike.

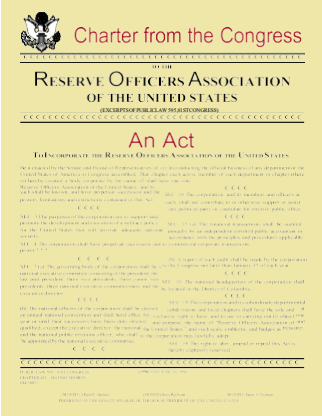
That said, we do encourage the various editors and webmasters to feel free in borrowing ideas from other published media to improve their own.

Editing, publishing and maintaining a website can be challenging, but at the same time very satisfying. The ideal is to keep it simple and professional. The National Communications and Marketing Committee hopes these guidelines will be of assistance to Department and Chapter newsletter Editors and Webmasters, and are available for any questions.

## Mission

The mission of an ROA Chapter or Department newsletter or website is to inform the membership of the activities, plans, accomplishments, and programs of the department or chapter in an accurate, timely, interesting and economical manner.

## Charter


Charter from the Congress

RESERVE OFFICERS ASSOCIATION OF THE UNITED STATES

An Act

ROA's Congressional Charter is Public Law 595, 81st Congress, (1950).

Section 3 states that the act was passed "….to incorporate the Reserve Officers Association of the United States." This act also established the objective of ROA: "….to support and promote the development and execution of a military policy for the United States that will provide adequate National Security."

President Harry S. Truman, one of the early members of ROA as a Captain in the Missouri Army National Guard, and retired as a Colonel in the U.S. Army Reserve Corps, signed the original ROA Congressional Charter on 30 June 1950. All communications at the various levels of ROA should reflect our mission and our Charter. Published articles should be "in the best interest of the association".

Effective October 2018, ROA is doing business as (d/b/a) Reserve Organization of America.

## Flag

The flag – sometimes called the name plate – is the top of the first page of the newsletter. It contains the newsletter's name, the Department or Chapter which it represents, the volume number and issue number, the date of the issue (normally the month and the year), and any slogan significant to the Department or Chapter. The volume number may be expressed in Roman numerals or regular numbers, and advances once each year, with the first issue of the year. The issue number is just that, No. 1, No. 2, No. 3, etc.

The flag is a good place to insert other logos (except for Service logos which are trademarked) to attract attention, such as the American flag, the Minuteman symbol, logo of Department or Chapter significance, as well as symbols such as the "Sword & Pen Award", or "Benjamin Franklin Journalism Award" and when the newsletter had received these awards.

In a line or two underneath all of this, and prior to getting to the headline and other content, it is desirable to include the phrase "The Professional Association Representing All Reserve Component Personnel". The next line could then include, for example, the names of the Uniformed Services represented in ROA (USA, USN, USMC, USAF, USSF, USCG, USPHS, & NOAA).

The flag is the attention-getter that your members look for in the mail or in your online version. There is a lot of room for innovation in this area. The creative editor can develop a really interesting flag for the Department or Chapter. Normally, once the flag is established, it is kept in the same format for a long time, but it can be changed to suit the membership.

The final content and size of a flag depends on the size of the paper being used to print your newsletter, but is unlimited in an online version of the newsletter. Including every possible item above on an 8.5" x 11" piece of paper could take overhalf of the first page, which is not a desirable option.

## Masthead - Newsletters

The masthead is defined as a listing of a publication's staff, operational policy and address. ROA publication mastheads will usually be found on page two and would include the name, rank and service of the Department or Chapter President, Secretary, and newsletter Editor. Other officers of the department or chapter can be inserted here if the editor so desires. Also, based on your specific format, the masthead may be positioned elsewhere in the publication.

Service logos of the Uniformed Services are PROHIBITED, as they are now trademarked.

The Editor's address, telephone number and e-mail address may be included here. The same information should be shown for the President and Secretary, unless there are privacy concerns.

There should also be a separate email and postal address for submission of "change of address" notifications, unless all changes are to go to the Editor to forward to the secretary. Departments and Chapters should have a policy on this matter.
The masthead is also the place of choice for the required disclaimer statement. It is a mandatory item as it acts as a release, by disavowing any item in the publication as an official view or endorsement of ROA at the National, Department or Chapter levels. As a totally non-partisan organization, ROA does not permit derogatory statements or criticism of the Executive, Legislative, or Judicial branches of our government. All items and photographs published are the responsibility of the Editor, but it must be clearly stated in a disclaimer that all commentaries are the opinion of the Editor, columnist, or advertiser, and do not necessarily reflect the official view or position of ROA.

## The Disclaimer

Provided below is a sample of the revised disclaimer:

**“Opinions expressed herein are those of the editor or columnist and are not necessarily those ofthe Department of (name), or Chapter (name and number), or of ROA.**

**“Publication of advertisements or congressional profiles does not imply endorsement by the ROA or the Department (or Chapter) of the products, service, or officers or legislators advertised or profiled”.**

The masthead “box” can also include logos (except Service logos that are prohibited), such as that of ROA. Or,one can use the American flag, or design of local interest.

## Calendar

The calendar is an important part of any newsletter, because this is where members will go to look for coming events and deadlines.

What is covered here is relatively simple; it is a listing, in chronological order, of dates that are important to the members. They could include Chapter meetings, Chapter and Department Executive Committee meetings, Annual meetings at Department and National level, any special events involving ROA (national and international – including UPORFA, CIOR, and CIOMR), and deadlines for the next issue of the newsletter.

Publication deadlines are hard to enforce, are often overlooked by contributors, and require the Editor to be firm as to when it is time to go to press. It is important to have “Command emphasis” on this item from the Chapter or Department President, who will also be expected to meet the deadlines and set an example for other contributors.

## Funding

Newsletters cost money for paper, printing, press time, layout, collating, folding, stapling/tabbing, color separation, addressing, postal zip-code sorting, and not incidentally, postage itself. Editors are not normally involved in or responsible for funding of their newsletters, but they should be aware of the costs incurred. Two ROA newsletter cost surveys done in 1993 and 1997 showed costs range from 25 cents per issue per member to a high of $1.45 per issue per member. Obviously since that time, costs have increased substantially. Typically, the newsletter will absorb from 25% to 33% of a chapter or department's budget. Thus, it is important to get as much “bang for the buck” as possible. (It should also be noted that today, many newsletters are published electronically, substantially reducing costs to a relatively small number of printed editions for members without email access).

Many factors go into determining costs. Some Chapters and Departments pay their editors a small stipend for the miscellaneous expenses incurred (see further discussion of this below), and many use a USPS bulk mailing permit, which requires publishing a minimum of 200 copies and paying a flat annual USPS fee, whether it is used once or a hundred times. Of course, the cost of the reduced postage rates provided for bulk mailing is somewhat offset by the annual USPS permit fee. This can run over $200 per year.

Keeping address label listings current with the latest national ROA membership database system is essential to ensure immediate delivery to members and to cut down on the costs of ‘postage due’ returns. Any changes of address you receive from members or from returned

newsletters should be forwarded to the secretary, who should then update the membership rosters with ROA HQ at least on a quarterly basis, and advise Tracey Ware, ROA Member Services (tware@roa.org) of any changes.

Advertising (See Page 10) can offset some expenses, but usually a newsletter cannot be self-supporting without having three-quarters of it filled with ads, which in turn significantly reduces its appeal to members.

Funding can come from various sources:

- Department/Chapter treasury
- Advertising revenue
- Cash donations by members (such as a "Buck-An-Issue" club or similar program)
- Donations of services (paper, printing, addressing, etc.)
- Outright grants

Originally, Department and Chapter treasuries were the only source of funds, but more and more, newsletters have relied on advertisers and donations. Ideally you would never need donations, because a newsletter should be a free benefit of membership, but in many cases increased costs make this no longer feasible. Fortunately, many members of ROA are strong supporters and willing to donate, and that's why it's even more important to deliver a first-class product that is accurate, interesting and timely.

## Remuneration of the Editor

There is no set rule on this, but the Editor does usually incur some expenses connected with publishing a newsletter. Experience shows that a stipend of $100 per year to the editor will cover a myriad of little expenses, to include occasional telephone/fax expenses, travel to and from the printer, mailing copies of the newsletter to advertisers or to someone who didn't receive it, writing and mailing invoices to advertisers, and use of the editor's own computer, printer or peripherals.

No editor should have to pay these organizational expenses out-of-pocket, and it's tiresome to record every page, stamp, phone call, fax, mile of travel etc. for eventual reimbursement. A flat fee stipend, as mentioned, will normally cover all miscellaneous expenses.

This stipend is not to be confused with the other costs of newsletters, such as printing, folding, collating, stapling/tabbing, addressing, sorting or postage. The Department or Chapter treasury must pay for all expenses of that nature.

## Editorial Problems & Issues

Surveys taken in the past have shown that the number one complaint of Editors is the late submission of articles for the newsletter. Deadlines must be met to provide a newsletter with timelyinformation. Editors should feel free to call news contributors and press for the reports and articles that are due.

Chapter news can be hard to come by. Ideally, it should be the Chapter Secretary's job, but the President or anyone else, designated or volunteer, can submit Chapter news to the newsletter editor.

Another problem is photographs without captions. Who is it? Where was it? Why was it taken? What was going on? Without this information, a photo is almost useless. An exception would be

a group of photos of various people and activities at some major event where all the photos would be a collage in a random or overlapped pattern. A photo credit is essential if you want to get more of a photographer's work.

Those who use advertising will find that sometimes advertisers don't pay. It's important to keep after them. Don't be bashful! Some editors leave it to the Chapter or Department Treasurer to be the collector of outstanding payments.

Time always seems short between deadline and print date. Leave adequate time for the printer, the mailing service (if used), and the post office. A minimum of two weeks should be allowed for all this to happen.

The editor always gets the blame when the newsletter is late. Don't let it happen to you!

## Content

Beyond certain format requirements, the content becomes the "fun zone" for you as the newsletter editor, because here is where you can be innovative with the submissions from various members and sources.

The "President's Message" should occupy space on the front page with the President's picture adjacent. You should also use a front-page headline if you have a main story for your issue, and it should either share the front page with the President, space permitting, or have a noticeable reference to the page number where it is in the newsletter. The President's message could have a different title, such as "From the Bridge", or "From the Tower", or "My View", or "From the Flagpole", etc. A choice like this can be left up to each new President. Some have great ideas; some have none. A clever touch by either the Editor or the President adds interest to the page.

A headline is important because it highlights a story being presented. This could be convention coverage, outcome of a Chapter or Department election, results of a recent membership drive, promotions, reserve duty training periods, deployments, awards, field trips, and on and on. Be innovative. Headlines get attention. An additional photo or two on the front page may be appropriate, depending on your format and paper size.

There can be short reports from the Secretary and Treasurer on the inside pages; other committee chairs should have something to say, even if not in every issue. These committees might be membership, legislative, convention, ROTC/JROTC, junior officer, health services, or any other committee, program director, or group within the Chapter or Department.

Announcements of awards received, promotions given to members, reports on major annual training tours or deployments, and historical vignettes about a reserve unit or group returning from foreign deployment, are examples of activities that make a good story. It'll be "news" to someone, for sure!

The Service Section Vice-Presidents should be regular contributors, because there should be something going on in the various branches of the Service represented in your Chapter or Department. Some Chapters are Service are exclusive (being all of one Service), perhaps at a local base, and they don't have the advantage of news from other services, but within their own organization they should be able to develop a story periodically. Local "joint-Service" activities may also be of interest.

Department newsletters should also carry a section on "Chapter Briefs". This is one of the most

overlooked features in newsletters. Some Chapters are very active, and some are extremely passive, but news of Chapter activities will be welcome to the members of that Chapter. Ideally the Chapter Secretary could provide this information, but it could be written by another designated officer or volunteer.

Photographs are important. Use as many as possible that are appropriate to the stories. Make sure they are properly captioned as to the place, event, and date if appropriate and that the names of those pictured are identified correctly. A collage of photos is an interesting variation for a story, such as those taken at a convention. In this case, you may not need to provide a lot of details. Always identify those present in the picture from left to right (L-R) as you view the image.

Photographs can be in black and white or color. Most newsletter editors receive color photos that can be converted by photo-editing software into “gray scale” for black and white printing. If you are sending your newsletter to a printer in PDF format, JPEG format is best photo format to keep the file size down. However, this is not an issue for electronic newsletters.

Logos are always good to use and should be sprinkled around to fill empty spaces or used at the head of a column. Logos are the “shields” of other groups. American and state flags are always welcome in the newsletters. A reminder, Service Shields, Emblems, and Logos are all trademarked and cannot be used in ROA Newsletters and Websites.

Appropriate military, and story specific “clip-art”, is easily found on the Internet and can also add to the interest and appearance of a newsletter.

Another feature of any newsletter, especially at the department level, can be a profile of a member of Congress or a Senator from the state or states if the Department is multi-State. Our mission is to advise congress on matters of national defense and all politicians like to see their name and picture in a paper! These profiles or “bios” (biographies) are often available on the member’s website and are available at no charge by calling the elected official’s local office for a hard copy. You may have to edit down a bio to fit in your newsletter.

Covering your Congressional delegation helps your Department’s legislative committee, especially when they attend the March ROA Annual Meeting in Washington, D.C. Part of this event is the “March on the Hill” evolution, where the members visit the offices of their Congressional Representatives and Senators, talking directly with them or their staff members about ROA’s legislative agenda. Here is the opportunity to give a copy of your newsletter issue with the biography of the specific member in it.
This activity is in our Charter. Let’s do it! Ideally, a Congressional member's bio should be a standard feature in almost every issue, but this is an editorial decision.

Reprinting articles from ROA’s publications is considered a waste of time and space because everyone who gets a Chapter or Department newsletter also receives the national publications (ReserveVoice, etc.). But editors can certainly refer to a certain article and perhaps amplify on it to relate to local people or events. Also, a reference to the National, Department or Chapter website is also encouraged when relevant.

Summaries of articles from other military communications are certainly acceptable if they are appropriate to ROA’s charter. This material can be generated by the Editor or another memberwho has access to various other military communications and websites. Be sure to ask for reprint permission. Articles should include both our Officer and Enlisted members.

Some Editors place a trivia question in a small box at the bottom of page one and then put the answer on an inside page.

The Editor is responsible for gathering newsworthy items and placing them into an attention-getting format. This also calls for a review to ensure that such items are sensitive to current issues and are appropriate to the ROA charter.

“Editorial license” is the privilege editors have to chop or embellish articles as they see fit, as long as such editing does not change the character of, or dilute, the message of the contributed articles. Editorial license also permits editors to create their own editorials, and to use appropriate military and Reservist articles for filler.

“Filler” articles can be about historical vignettes of past wars or military traditions and can be about any war, any place, any country, and either a friendly or hostile force. History always makes good filler. Another good subject is a brief history of some special or unique Reserve Unit. Always credit your source.

Some Chapters and Departments in their December issue will say something like “Your Department wishes you a Merry Christmas and a Happy New Year”. Unfortunately, this can be offensive to some members who do not celebrate those holidays. Play it safe and keep your remarks to a simple “Your department wishes you Seasons (or Holiday) Greetings!”, or “Happy Holidays”
– or simply skip any reference to it completely!

## Advertising

(If you do not use, or anticipate using advertising, you may disregard this section of the Publications Guide.)

Advertising in non-profit organizational communications has always been a controversial subject. If done, a balance must be achieved between advertising and editorial content. Anything more than 35% advertising tends to destroy the appeal of the paper.

Advertising is obviously done for revenue. To reduce publication costs, the Editor or the Department or Chapter Executive Committee must decide on the parameters to follow. It must be decided if advertising is to be limited to members, or open to military-associated commercial ventures, or open to anyone who might commit to an advertising program.

The following subjects must be determined prior to launching any advertising program:

- How often will you publish?
- How will you sell advertising?
- Will you require that the advertising material be print ready? (i.e., PDF format)
- Will you accept advertising of a finance, insurance or travel nature?
- Do you wish to continue publishing using a non-profit organization postal rate?
- What will you charge for advertising?
- What size advertisements will you accept or solicit?
- Who will do the billing?
- Who will do the accounting?
- Who will collect unpaid bills (if necessary)?
- Who will have the authority to negotiate advertising contracts?

Advertising doesn’t come easily and a program for this must be administered in a professional manner. You will, in effect, need to have a “contract” to publish a stipulated number of times a

year on a regular cycle to a consistent audience.

FIT (Finance, Insurance, Travel) advertising is the sticky problem. It is based on USPS regulations E 370, DDM G020.3.0 and 625.522b, as amended from time to time. These regulations state that FIT advertising may NOT be included in a publication mailed at the non-profit organization (NPO) rate.

If FIT advertising is accepted, then the postage rate goes to the regular bulk rate, which is about 45% higher than the NPO rate, but still less than the first-class rate. These regulations go back to 1990 but they are not always equitably enforced. This is a firm rule, although various BMUs (Bulk Mail Units) often interpret it differently. It applies to any and all types of FIT ads, even including the simple printing of the business card of a person or company which indicates a "FIT" connection.

This means that one business card of a travel agent, be it an ROA member or an outsider, will technically disallow your NPO rate. Repeat, only one FIT advertisement will contaminate your whole issue! This will also apply to certain "clip art" furnished by ROA if you wish to publish it, even if you don't have other ads. Clip art here refers to the "benefits of ROA membership" box, which often appeared in *The Officer* magazine or *ReserveVoice*. It mentions insurance, credit cards and travel opportunities – all are topics that are not allowed in a non-profit permit mailing. This is unfortunate,but true.

Also, to maintain your NPO rate, you cannot add "flyers" to your newsletter as an insert, and that applies to any type of advertising, not just FIT. The "flyer" must be an integral part and numbered page of your paper. "Flyers" (usually colored sheets of 8½ x 11 and advertising one specific vendor's service or product) are not permitted by the postal regulation. The presumption is that you (the ROA Department or Chapter) are getting a kickback from the advertiser or sharing in the proceeds from this flyer. Whether you are or are not (and you're not) is beside the point. The BMU will assume this possibility and disqualify the paper from the NPO rate. Too bad! On the bright side, flyers tend to distract from the newsletter anyway and tend to degrade its appearance.

A sample advertising contract and invoice are provided in Appendices 7 and 8 of this guide. Each of these documents should be in three copies: one to the advertiser; one to your Department or Chapter Treasurer; and one for the editor, for follow-up action.

Remember that you must monitor your advertisers and solicit them in adequate time for your next year's publication schedule.

Finally, you must remember to send two copies of each issue of your newsletter to the advertiser. These should go first-class postage, not bulk mail, and be sent to the advertiser's accounting office and the purchasing agent. Your advertisers need, and deserve, to see the publication in which they are advertising.

Advertising is not a simple operation. You need to be sure that it is cost effective to your organization before you embark on this method of underwriting the costs of your newsletter. The moreads you take, the more pages you'll need in your newsletter.

About half of ROA Department Newsletters carry some amount of advertising.

# Appendix 1

## Awards: Printed Newsletters

The ROA National Communications and Marketing Committee is the authority for establishing criteria for recognizing outstanding Department and Chapter newsletters and websites, and for determining the Departments and Chapters selected to receive awards.

For newsletters, the two awards are:

1. The Sword and Pen Award (a certificate). It can be issued consecutively for meeting the established criteria. The ROA Sword & Pen award is the primary newsletter recognition judged by the ROA Communications Committee. It is given annually to the editors of the Department and Chapter newsletters whose communications best convey the purpose of ROA andfulfill the Department/Chapter need for information of value. Sword & Pen awards are usually presented at the ROA National Convention.

2. The Benjamin Franklin Journalism Award (a certificate). From among the Sword & Pen Award winners, the ROA Communications Committee may recommend up to three Department and three Chapter newsletters to receive the prestigious ROA Benjamin Franklin Journalism Award. There is a minimum of two years in between awards. In other words, if a department or chapter received a Benjamin Franklin award for their 2024 newsletters, the newsletters of that Department or Chapter in 2025 or 2026 are not eligible. The newsletter in question would again be eligible for the Ben Franklin award with the 2027 newsletters.

A Benjamin Franklin award is given in addition to a Sword and Pen award. Recipients are determined by the ROA Communications and Marketing Committee which considers all entries for their journalistic excellence and professionalism. The non-consecutive clause of the Benjamin Franklin Award is designed to prevent any monopoly on the award by any one Chapter or Department. This is because some newsletters may have professional talent and resources and could have an unfair advantage over other newsletters whose editors are volunteers with no professional journalism experience.

The Benjamin Franklin Award winners are not announced until the ROA National Meeting, where the awards are be presented to the winning editors (or to a member of their Department or Chapter, if the winning Editors are not present).

See Appendix 2 for further information and criteria.

# Appendix 2

## Awards: Sword & Pen and Ben Franklin Journalism Awards

These criteria were reviewed and updated in 2026. This document expands on the basic requirements and provides guidance on optional items.

To be considered for award recognition in a calendar year, newsletter PDF's must be submitted to the ROA Communications and Marketing Committee Chair and ROA HQ, by 15 March of the following year. Criteria for these awards are listed under 3 sections:

1. Criteria applicable to both Department and Chapter newsletters;
2. Additional criteria for Departments;
3. Additional criteria for Chapters.

The basic criteria for both Department and Chapter newsletters are:

- The newsletter should have a title other than “newsletter.”
- The Editor must be clearly identified.
- The newsletter must have a “disclaimer” statement.
- Newsletters that are merely flyers, meeting announcements, or leadership directives intended for limited distribution do not qualify.
- Editors must submit newsletters for judging as indicated on Page 14.

Departments: Additional criteria for Department newsletter awards are based on 7 categories.The first six categories are worth 10 points each; the seventh category is worth 20 points. A minimum score of 70 points is required to qualify for the award.

1. Issue – Minimum of one issue per calendar year (10 points)
2. Flag (nameplate) – An attractive design with the newsletter title and the ROA logo (10 points). See “Leader Resources on ROA’s website under “About” and then “Leader Resources.” The logo is either white or blue lettering
3. Headlines – Properly used, appropriate, attention-getting (10 points)
4. Layout – Attractive, interesting, creative format (10 points)
5. Masthead – Includes name and address of Department President, Secretary, Editor, and others, if desired (10 points)
6. Photographs – Clear, appropriate, identified, and cropped as necessary for composition (10 points)
7. Special Features/Content – Suggested, but not limited to, are membership data and status, financial data, department officer and committee chair reports, national security issues, legislative objectives and actions, relevant retiree information, member letters or articles, Reserve Unit activities, etc. (20 points)

Chapters: Additional criteria for Chapter newsletter awards are based on 6 categories. The first five categories are worth 10 points each; the sixth category is worth 20 points, for a total of 70 points. A minimum score of 60 points is required to qualify for the award.

1. Issues – Minimum of one issue per calendar year (10 points)
2. Flag (or nameplate) – Newsletter title and attractive design (10 points)

3. Headlines – Appropriate and attention getting (10 points)
4. Layout – Attractive, interesting, and creative (10 points)
5. Masthead – Includes name and address of Editor, Chapter President and Secretary (10points)
6. Special features/content – Please see the comments for Department newsletters, above (20 points)

An important part of any newsletter is "features of special interest," as explained above and worth double points in judging. A columnar layout adds to newsletter professionalism but is not mandatory. Creativity and individualism are encouraged. The judges really do not want each newsletter to be a carbon copy of all the others but, by the same token, items and style of one paper may be "borrowed" by another without criticism. To be imitated is to be flattered. Useful, relevant and interesting information pertaining to all members will assist in membership gain.

It is from those Department and Chapter newsletters that include some, or all, of the "Additional Criteria" listed above, that the winners of the Benjamin Franklin Journalism Award are chosen.

**Submission for Award Consideration**

The **required** method of submission, without exception, for a newsletter to be considered for the Sword & Pen Award and for the Benjamin Franklin award is as follows:

1. Submissions must be in PDF format.
2. The PDF must be emailed to the Communications Committee Chair (hplimack@roa.org), with a copy to ROA HQ (dmarkham@roa.org).
3. The email subject line should be: "ROA Newsletter Submission for CY*25*" (state appropriate year)"

# Appendix 3

## Awards: Websites

Websites have become a substantive alternative to printed newsletters. Given the increasing cost of postage, printing and addressing, and the problem of declining revenue, this trend is likely to continue.

The proliferation of PCs, tablets, smart phones, etc., combined with easy access to high-speed Internet connections, have made websites a logical advancement in the arena of communications in general. Consequently, the Sword & Screen Award and the BG David Sarnoff Journalism Award were created by ROA to recognize the efforts of Department and Chapter webmasters.

The National Communications Committee is the authority for establishing criteria for recognizing outstanding Department and Chapter newsletters and websites, and for determining the Departments and Chapters selected to receive awards.

For websites, the two awards are:

1. The Sword and Screen Award (a certificate). This award can be issued consecutively for meeting the established criteria. The ROA Sword & Screen award is the primary website recognition monitored by the National Communications and Marketing Committee. It is given annually to the Webmasters of the Department and Chapter websites which best convey the purpose of ROA and fulfill the Department/Chapter need for information of value. Sword & Screen awards are presented at the ROA Annual Meeting.
2. The Brig. Gen. David Sarnoff Journalism Award (a certificate). From among Sword & Screen winners, the National Communications Committee recommends up to three Department and three Chapter websites to receive the prestigious ROA Brig. Gen. David Sarnoff Journalism Award. There is a minimum of one year in between awards. In other words, if a Department or Chapter received a BG Sarnoff award for their 2024 website maintenance, the website of that Department or Chapter in 2025 is not eligible. The website in question would be eligible again for the BG Sarnoff award for the 2026 website maintenance.

The Brig. Gen. Sarnoff Award is given in addition to a Sword and Screen award. Award recipients are determined by the National Communications and Marketing Committee which considers all entries for their journalistic excellence and professionalism. The non-consecutive clause of the Sarnoff Award is designed to prevent any monopoly on the award by any one chapter or department. This is because some websites may have professional talent and resources and could have an unfair advantage over other websites whose webmasters are volunteers with no professional journalism experience.

The BG Sarnoff Award winners are not announced until the ROA Annual Meeting, where the awards will be presented to winning Webmasters (or to a member of their Department or Chapter if the winning Webmasters are not present).

See Appendix 4 following for further information and criteria.

# Appendix 4

## Award Criteria: Sword & Screen Award and BG David Sarnoff Journalism Award

The basic criteria for both Department and Chapter websites for the Sword & Screen Award are:

- Department/Chapter name
- ROA mission statement
- ROA logo
- Link to ROA national website (www.roa.org)
- Disclaimer statement (mandatory)
- Name of President, Secretary, and Webmaster
- Current Department/Chapter news

While we encourage each website to be updated at least once a month, each Department and Chapter website must be updated no less than 3 times within a calendar year to qualify for an award. The main page shall indicate the date of the latest website update.

The minimum time frames are:

- March/April – Between the March ROA Annual Meeting and May 1st
- May-July – Newly elected officers must be posted no later than August 1st
- Nov-Dec – Current news and events must be posted between November 1st and December 31st (and then restarting Jan-Feb)

Optional features for Brig. Gen. Sarnoff Award consideration:

- Service Section announcements
- Use of color
- Use of photographs
- Use of logos (all Service logos are prohibited)
- “Special” site name (other than just Department/Chapter name)
- Events calendar
- ROA membership application
- Department/Chapter committee activity/reports (membership, convention, health services, junior officer, legislation, etc.)
- Other Department/Chapter officer listings (Treasurer, Service Section VPs, Chaplain,Committee Chairs, etc.)
- Other unique/special/individual features (website hit counter, guestbook, etc.)

All websites must be linked to the ROA website (www.roa.org). Communications and Marketing Committee members will visit each website throughout the year and determine which ones meet the criteriafor a Sword & Screen Award.

It is from those Department and Chapter websites that include some, or all, of the “Optional Criteria” listed above, that the winners of the Brig. Gen. David Sarnoff Journalism Award are chosen.

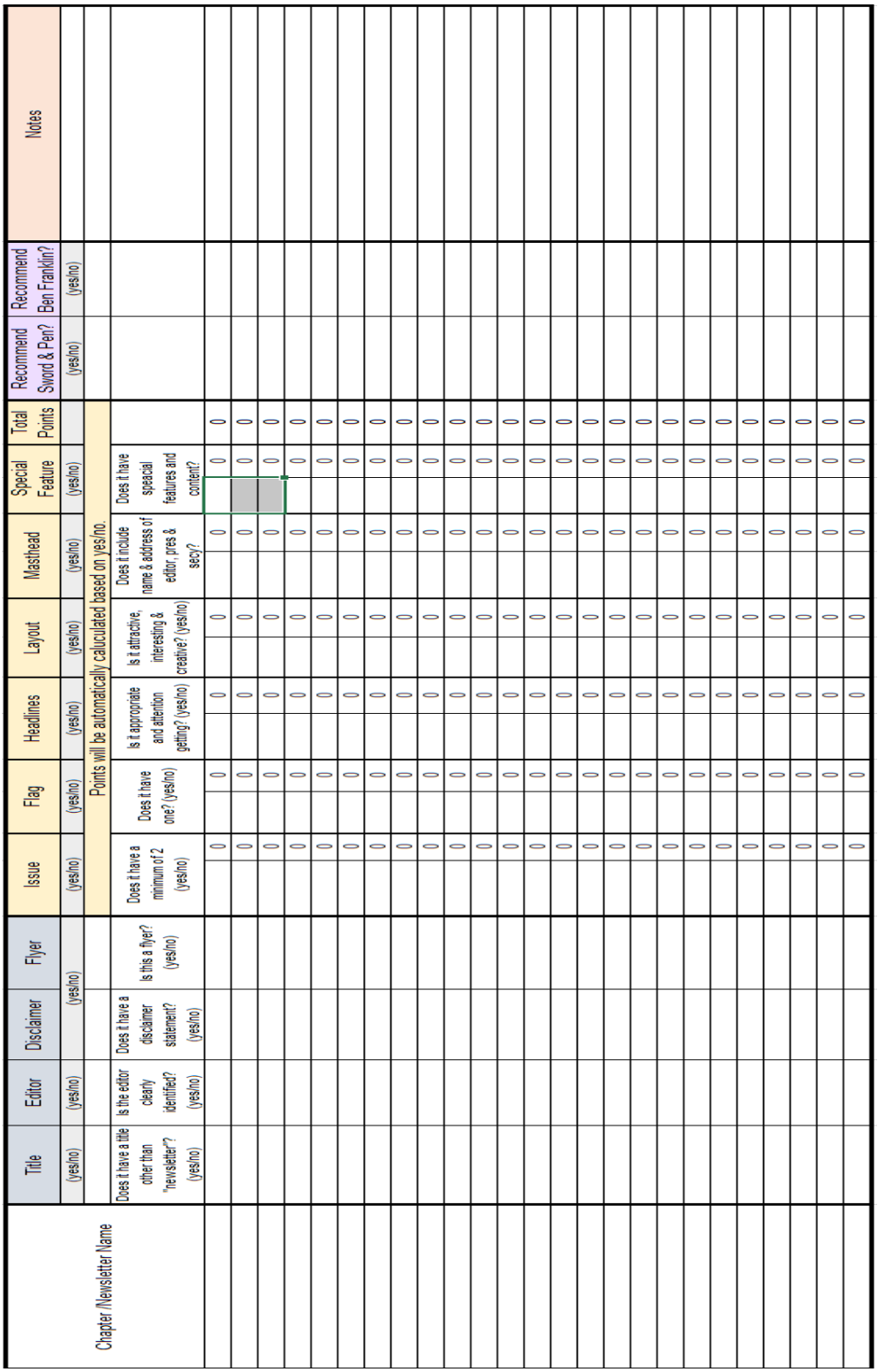
# Appendix 5

## Judging Matrix for Department Newsletters (see update notes)

| Department/Newsletter Name | Title | Editor | Disclaimer | Flyer | Issue | Flag | Headlines | Layout | Masthead | Photographs | Special Feature | Total Points | Recommend Sword & Pen? | Recommend Ben Franklin? | Notes |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | (yes/no) | (yes/no) | (yes/no) | | (yes/no) | (yes/no) | (yes/no) | (yes/no) | (yes/no) | (yes/no) | (yes/no) | | (yes/no) | (yes/no) | |
| | Does it have a title other than "newsletter"? (yes/no) | Is the editor clearly identified? (yes/no) | Does it have a disclaimer statement? (yes/no) | Is this a flyer? (yes/no) | Points will be automatically calculated based on yes/no. Does it have a minimum of 2 (yes/no) | Does it have one? (yes/no) | Is it appropriate and attention getting? (yes/no) | Is it attractive, interesting & creative? (yes/no) | Does it include name & address of editor, pres & secy? | Are they clear, appropriate, identified and cropped? | Does it have speacial features and content? | | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | |

# Appendix 6

## Judging Matrix for Chapter Newsletters (Amend issues to 1 newsletter edition vice 2 for judging)



| Chapter /Newsletter Name | Title | Editor | Disclaimer | Flyer | Issue | Flag | Headlines | Layout | Masthead | Special Feature | Total Points | Recommend Sword & Pen? | Recommend Ben Franklin? | Notes |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | (yes/no) | (yes/no) | (yes/no) | | (yes/no) | (yes/no) | (yes/no) | (yes/no) | (yes/no) | (yes/no) | | (yes/no) | (yes/no) | |
| | Does it have a title other than "newsletter"? (yes/no) | Is the editor clearly identified? (yes/no) | Does it have a disclaimer statement? (yes/no) | Is this a flyer? (yes/no) | Points will be automatically caluculated based on yes/no. Does it have a minimum of 2 (yes/no) | Does it have one? (yes/no) | Is it appropriate and attention getting? (yes/no) | Is it attractive, interesting & creative? (yes/no) | Does it include name & address of editor, pres & secy? | Does it have speacial features and content? | | | | |
| | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 

# Appendix 7

## Sample Advertising Insertion Order/Contract

**New contracts should now read: ROA (d/b/a Reserve Organization of America)*

Date: 9 January 2017

TO: Reserve Officers Association
Attn: Linda Cooper
One Constitution Avenue, NE
Washington DC 20002
Fax: 202-646-7723
E-mail: Lcooper@roa.org

FROM: Indian River Colony Club
Maureen Reeder
1936 Freedom Drive
Melbourne, FL 32940

Subject: Insertion Order/Contract

Please reserve the following space in *The Officer* Magazine:

| Issue | Size | Color | Position | New creative or P/U w/name of ad | Rate |
|---|---|---|---|---|---|
| Winter 2017 | Full Page | Full Color | Best | Indian River Colony Club | $4000.00 |
| | | | | | |
| | | | | | |
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| | | | | | |

**One (1) copy of the issue along with a tear sheet is to be sent with the invoice.**

Authorized by:

Signature Date

Phone number Email address Fax number

# Appendix 8

**Sample Advertising Invoice (update the ROA logo from roa.org “about” “leader resources”)**

# INVOICE

Street Address
City, ST ZIP Code
Phone [number] Fax [number]

**DATE:** January 28, 2019
**INVOICE #** 100
**PO #** *add purchase order number here*

**Bill To:**
Name
Company Name
Street Address
City, ST ZIP Code
Phone

Net 30 days

| DESCRIPTION | AMOUNT |
|---|---|
| 1 Advertizement - June 2019 Issue - Name of Newsletter | $ 300.00 |
| Full page - 8 1/2 " x 11" | |
| 4 color (or black and white) | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| **TOTAL** | $ 300.00 |

Make all checks payable to: XXXXXXXX

If you have any questions concerning this invoice, Contact Name, Phone Number, E-mail

**THANK YOU!**

Publication revisions:

First Revision
COL Dennis Perrino, USA (Ret.), CW5 Bruce Hedblom, USA (Ret.),
MAJ John Rosnow, USAR - April 2006

Second Revision
LCDR Art Curtis, USCGR (Ret) - April 2013

Third Revision
LCDR Art Curtis, USCGR (Ret.) - July 2015, Dec 2015, and Feb 2017

Fourth Revision
LCDR Art Curtis, USCGR (Ret.) - January 2018

Fifth Revision
Capt. Jerry E. Kromrey, USAFR (Ret.) - February 2019

Sixth Revision
Capt. Jerry E. Kromrey, USAFR (Ret.) - March 2020

Seventh Revision
Captain Henry E. Plimack, USCGR (Ret) – March 2021

Eighth Revision
Captain Henry E. Plimack, USCGR (Ret) – September 2026