



PUBLIC RELATIONS DEPARTMENT OF MICHIGAN AWARDS

BEST POST WEBSITE ZONE

AWARDED ANNUALLY AT STATE CONVENTION

To recognize the Zone Winner of the Post selected as having the most outstanding website in one of the 5 zones, Department of Michigan The American Legion

Criteria:

1. The web pages must not be part of a personal home page.
2. Web pages must be dedicated to the 4 pillars of The American Legion (1. Veterans 2. Children & Youth 3. Patriotism and 4. National Security) as well as to the post and post business.
3. There must be a minimum of (5) pages.
4. The Web site must have a Post Officers page.
5. There must be a statement of purpose/mission statement.
6. There must be recent post projects with a minimum of (2) listed.
7. There must be (2) or more links to community Web Sites.
8. There must be a link to Department of Michigan Web site and all links must work.

Eligibility:

1. Post must have a working link and be listed in the ****Post Communication Network***.
2. Post webmaster, Post email address and WWW address must be listed in DMWSPCN (Dept. of Mich. Web Site Post Communication Network).

Judging Procedure

1. The site winner will be selected from posts in one of the 5 Zones Department of Michigan.
2. Judging will be done by the Zone and District Commanders
3. Sites will be judged on:
 - a. Design and layout (does it flow, will I go inside?)
 - b. Originality (creativity)
 - c. Functionality (easy and clean navigation)
 - d. Appropriate use of JavaScript, applets, graphics, Flash, audio, video, etc.
 - e. Does site present a positive image and effectiveness of communication?
 - f. Content (is engaging, presents good public image for Legion, being updated appropriately)
 - g. Good links (no or limited broken links, missing pictures or graphics)
 - h. Contact information (post officers, webmaster, post email address, post location, post phone #)
 - i. Bandwidth usage (speed that pages load)
 - j. Overall look and feel of site.

Important Dates

1. Post must submit their sites for judging to the Zone commander by **May 1 annually**.
2. Zone commander must submit the Zone winner to Department by **May 15 annually**. Winner must be submitted on ***Zone letterhead and must be signed by the Zone commander***.
3. Winner will be announced and award presented at State Convention.

**** Post Communication Network: Network of Michigan Legion Posts that have websites and email addresses. The communication networks will be used to provide faster communication between posts and department, enable getting important information out to webmasters to share with their post members and enable webmasters on the network to share ideas, exchange skills and keep Michigan Legion Posts ahead of the WWW information technology learning curve. Post will be given the opportunity to join the communication network by submitting required information to Deanna at programs@michiganlegion.org.***