

The American Legion Media Alliance Annual Awards Program

Rules for basis of judging

1. **Publications.** These are both written and auditory publications that will be judged on relevance to American Legion Family content; clear, concise and balanced writing or speaking; make-up; design and appearance; use of photos and illustrations. Submit tearsheets of your print publication, or email links to the podcasts to magazine@legion.org and put "TALMA Contest" in the subject line. Submit three papers or auditory files, one each of three separate issues or episodes. For podcast entries, mail in an entry form and note when podcast links were sent via email.
2. **Websites.** They will be judged on site design, links, appropriateness of information as it relates to The American Legion Family. On the printed entry form, submit the electronic address (URL) for your website. If you submit more than one URL, you must do a separate entry for each submission.
3. **Social Media Campaigns.** These will be judged on relevance to The American Legion Family, presentation; content, readability and engagement; purposes and goals, and outcomes. Submissions must include the electronic address (URL) for your social media site as well as a description of the social media campaign, its goals and how success was measured in no more than 250 words. If you submit more than one campaign, you must do a separate entry for each submission.
4. **Visual Media.** These will be evaluated based on originality, clarity, perspective, quality, purpose, connection to The American Legion Family and interest. Submit up to three photos or videos that have been published on same subject or event; email links to magazine@legion.org and put "TALMA Contest" in the subject line.
5. **Editorials:** These will be judged on headline; clear, concise and imaginative writing; research and grasp of subject; timely and appropriate objectives suitable to The American Legion Family. Submit only one editorial. Send entire paper or tearsheet containing the editorial and date of issue.

Rules for entries

1. Indicate on Entry Form which category you are entering, and fill out the entrant's information. Fill out separate forms for each category you are entering.
2. Submit entries to TALMA Contest, Media and Communications, The American Legion, 700 N. Pennsylvania St., Indianapolis, IN 46204. Entries must be postmarked no later than May 30 of the current year. All entries must be published during 2019.
3. Entrant(s) must be a current member of The American Legion Media Alliance. All entries must be the original work of the entrant(s). Violations of copywriting rules, plagiarism or other ethical breaches could result in the entrant's dismissal from TALMA.
4. The Media and Communications Commission will vote on the winners of each category during Spring Meetings. The M&C chairman will be called upon to break any ties. If the voting members do not feel that any entry meets the standards of the award, they may decide to not give an award in a particular category.
5. Winners will be notified via email by June 1 and will be invited to participate in the TALMA awards banquet at National Convention.

WINNERS

<p>Note: The names in bold have been selected as winners of the TALMA contest and submitted to the Media and Communications Commission for review and approval.</p>	Publication Category	
	TIE: Jared Morgan , Dept. of Calif.; and Paul L'Heureux and Rachael Currie , Dept. of Maine	Department (TAL, ALA, SAL, ALR)
	Mike Ash , 4 th District, Department of Minnesota	District (TAL, ALA, SAL, ALR)
	Anthony Torregrossa , Post 273 in Florida	Posts/Units/Squadrons/Chapters over 750 members
	Wade Lnenicka and Cheryl Waybright , Post and Unit 160, Smyrna, Ga.	Posts/Units/Squadrons/Chapters with 250 – 749 members
	Robert Santo , Greenlawn Post 1244, Greenlawn, N.Y.	Posts/Units/Squadrons/Chapters up to 249 members
	Website Category	
	John Durkin, Jared Morgan and Rick Pushies , Dept. of California	Department (TAL, ALA, SAL, ALR)
	Steve Ebersole , 12 th District of Ohio	District (TAL, ALA, SAL, ALR)
	Paul Kaepfel , Post 176, Springfield, Va.	Posts/Units/Squadrons/Chapters over 750 members
	Wade Lnenicka and Cheryl Waybright , Post and Unit 160, Smyrna, Ga.	Posts/Units/Squadrons/Chapters with 250 – 749 members
	None entered	Posts/Units/Squadrons/Chapters up to 249 members
	Social Media Campaign Category (Encompasses all Social Media outlets)	
	Charles Dowick , Dept. of Georgia, for various campaigns, including one to encourage blood donations	Department (TAL, ALA, SAL, ALR)
	None entered	District (TAL, ALA, SAL, ALR)
	Anthony Torregrossa , Post 273 in Florida	Posts/Units/Squadrons/Chapters over 750 members
	Wade Lnenicka , Post 160, Smyrna, Ga., for Facebook page	Posts/Units/Squadrons/Chapters with 250 – 749 members
	Ken Kraetzer , YouTube videos documenting TAL activities throughout the year	Posts/Units/Squadrons/Chapters up to 249 members
	Visual Media Campaign Category (Photos, Videos, Movies & Graphic Illustrations (includes paintings, drawings and designs that have been published))	
	Edward Lewis , Department of Florida, for a selection of work	Department (TAL, ALA, SAL, ALR)
	None entered	District (TAL, ALA, SAL, ALR)
	Anthony Torregrossa , Post 273 in Florida, for a selection of work related to troops packing, patriots softball and a veterans parade.	Posts/Units/Squadrons/Chapters over 750 members
	John Ellis , Post 739, California.	Posts/Units/Squadrons/Chapters with 250 – 749 members
	None entered	Posts/Units/Squadrons/Chapters up to 249 members
	Editorial Category	
	John Ellis , Post 739, California, "Twisted History."	Single category

