



2018-2019 Communication Awards

Communication Awards: One elementary, middle and high school winner will be awarded in this category.

PTA Newsletters have been a primary source of communication within the school community. In recent years, PTAs have used other mediums to communicate, increase membership, promote events, stimulate interest and report facts. Many PTAs use PTA newsletters, e-mail distribution systems, phone trees, websites and social networks. This allows them to keep current and to communicate within and beyond their school community.

To qualify for this award, you must submit a description that explains the different ways your PTA communicates within your school and outside community. Be sure to describe all mediums that you are using in your write up: PTA newsletters, websites, e-mail groups and phone trees, including any links that you would like to be considered as part of your award nomination. **You may include your school's name in your entry for this award.**

In addition, you may submit **two identical printed copies of one communication material** (ex. newsletter, website, social networking page) that has been distributed or mailed to all parents/guardians. Do not submit a color copy, unless your distribution is in a color copy. The newsletter must be a PTA production containing information concerning the PTA's involvement within your school.

CONTENT & INFORMATION GUIDELINES FOR COMMUNICATION

- Communication from the school PTA president
- Communication from the principal
- Calendar of events, including PTA meetings, events, workshops, etc.
- Current Projects & Committee Reports
- Membership Reports
- Financial Reports
- General PTA information from the National/State/County PTA
- Student news (awards, teams, testing dates, etc.)
- Use of photography, artwork, graphs or other visual aids
- Information is available in other languages
- Information is dated
- Name, address, phone number of school and/or council available
- Name & contact or phone number of PTA President
- Name & contact or phone number of Board of Directors, Officers & Comm. Chairs
- Name & contact or phone number of editor/ communicator
- Deadline for submitting material for publication
- PTA Website available
- E-mail communication group used frequently
- Social Network
- Phone tree communication