

OUTSTANDING NEWSLETTER AWARD

Louisiana PTA encourages all units to communicate with their members and community in some form whether it be a printed or electronic newsletter or a simple e-blast. A newsletter is the most satisfying way for people to exchange news and ideas. They are a great way to bring your members closer to each other, to your school and to all levels of PTA. Communicating information has become a vital part of our personal and professional lives and newsletters play a major role in that process.

Whether your PTA already publishes a newsletter or e-newsletter or is in the process of starting one, the following suggestions may be helpful.

Newsletters, E-Newsletters or E-Blasts should be distributed to your entire school population. Newsletters may be distributed by electronic communication, by mail or sent home by students. PTA membership should never determine whether or not a parent, teacher or student receives a newsletter.

- Your nameplate should help readers identify your newsletter, e-newsletter or e-blast, communicate its purpose and invite them to read it.
- Because most people are very busy, try to keep your newsletter, e-newsletter or e-blast simple, interesting, accurate, timely and easy to read.
- Seek out an editor who is organized and diligent, who possesses writing skills and who has access to a computer.
- Enter your unit in the Louisiana PTA's newsletter/e-newsletter/e-blasts contest.
 - ❖ This is the easiest of all the PTA contests to enter. The hard work is done throughout the year as you communicate with your PTA members.
 - ❖ To enter, simply put a minimum of three of the newsletters, e-newsletters or e-blasts in a binder, fill out the entry form and mail.
 - ❖ See complete contest information on entry form page.

SUGGESTIONS FOR ARTICLES

- Message from your unit president.
- Louisiana and National PTA news -- interpretation of activities in terms of their effect on your unit and its members.
- Calendar of events
- Messages from your Principal or Superintendent or School Board member.
- List of newly elected officers and appointed chairs.
- Information to start the school year.
- Delegate reports from district meetings, workshops and conventions or other functions of interest.
- Articles from guidance counselors or other mental health personnel.
- Information about and the winners of school wide or PTA contests. There is no better way to get a parent to read a newsletter than by including their child's name in an issue.
 - ❖ News of PTA and community, school wide or interesting classroom projects.
 - Special PTA events, workshops, fundraising efforts.

CONTEST

As a way of recognizing this important part of a unit's PTA efforts, the Louisiana PTA will present up to three (3) Awards of Excellence and up to three (3) Awards of Merit in the following divisions:

- Elementary
- Middle/Junior
- High

Your newsletter should be entered in the category that matches the majority of your school's population.

CONTEST RULES

Local unit entries -- PTA newsletters/e-newsletter/e-blast not school newsletters, should be entered.

ALL ENTRIES

The name of the communication makes no difference. It may be newsletter, e-newsletter, e-blasts, bulletin, monitor, press, etc. But it must be identified on the communication that it is published by your PTA.

- Copies of all newsletters, e-newsletter, and e-blasts published and distributed, whether electronically or on paper, from the **April of previous school year to the deadline date of current school year must be included.**
- Submit a minimum of three newsletters, e-newsletters or e-blasts. (Not all items on the rubric may be represented in a single publication.)
- Newsletters, e-newsletters, or e-blasts submitted must be the actual issues you distribute by whatever means your PTA chooses, not specially printed ones for this contest. If you send your communication out electronically, print copies for judging.
- All newsletters, e-newsletters, or e-blasts entries should be bound in a three ring binder with an inside pocket for easy reading by the judges. Binding should fit the size of the newsletter such as letter size in letter size binder. If clear protector sleeves are used, each page of each communication should be in its own sleeve for easier viewing by the judges. The inside pocket is a convenient place for your entry form.
- All communication entries **must** have one (1) copy of the completed entry form and three (3) copies of the judges score sheet. These forms should be placed in an inside pocket or plastic sleeve in the binder so that the forms can be easily removed for judging. Following judging, these forms will be placed in the binder and returned with the entry after convention.
- **All communication entries must be mailed to the Public Relations Chair. Any entry mailed to the State Office or any other LA PTA officer or chair will be disqualified. All guidelines must be followed.**

DEADLINE

ENTRIES MUST BE POSTMARKED ON OR BEFORE JANUARY 15, 2018.

Entries should be mailed to: **LAPTA Public Relations Chair, Stacey Simpson**
2002 Chase Crossing
Shreveport, LA 71118

Questions? Text, call or email **318.347.5822** or **laptapublicrelations@gmail.com**

OUTSTANDING NEWSLETTER ENTRY FORM

2017 - 2018

Unit Name: _____ LUR # : _____

Unit President: _____ District: _____

School Address: _____

City : _____ Zip: _____

Email: _____ Phone: _____

Number of newsletters published yearly: _____

Number of e-newsletters sent yearly: _____

Number of e-blasts sent monthly: _____

Number of total editions sent by January 15, 2018 deadline: _____

Category (Enter the category that matches the majority of your school's population.):

Elementary: _____ Middle/Junior: _____ High: _____

Editor's Name: _____

Email: _____ Phone: _____

**Entries should be mailed to: LAPTA Public Relations Chair
Stacey Simpson
2002 Chase Crossing
Shreveport, LA 71118**

**DEADLINE: Entries must be postmarked on or before January 15, 2018.
All guidelines must be followed or entry will be disqualified. (No Exceptions)**

OUTSTANDING NEWSLETTER JUDGES RUBRIC

2017 - 2018



Local Unit: _____

General Design (25 points possible)

- 1) Frequency (5)
- 2) Simple/Easy to read, Clear copy/Well spaced (5)
- 3) Accurate/Timely (5)
- 4) Interesting to students and parents (5)
- 5) Attractive layout, space utilized for PTA purposes (5)

Total

Regular Articles (50 points possible)

- 1) President's message in every issue (10)
- 2) Principal's message in every issue (5)
- 3) Calendar of events in every issue (5)
- 4) Other PTA news (10) – [Local unit programs; progress/reports from current events within PTA; officer/School Board/Board of Education information]
- 5) School News (10) – [Messages from Superintendent, School Board members, counselors, etc. and school events such as athletics, clubs, meetings, assemblies, etc.]
- 6) National and Louisiana PTA news (10)

Total

Special /Feature Articles (40 points possible)

- 1) Classroom/school wide projects (5)
- 2) Educational Workshops for Parents/Students (5)
- 3) Parent Education Articles (5)
- 4) Special Events/Workshops (5)
- 5) Student/Teacher Recognition (5)
- 6) Volunteer Recognition (5)
- 7) State/National PTA Convention (5)
- 8) News from other advocacy groups and individuals (5)

Total

Extra Credit (15 points possible)

- 1) Photos/Student Drawings (5)
- 2) Table of Contents (5)
- 3) Positive features not covered in above areas (5)

Total

TOTAL POSSIBLE POINTS = 130

TOTAL _____