

# Illinois PTA District 28 — 2010 Newsletter Award Entry Form

Illinois PTA District 28 will present a **Newsletter Award for Local Units** at the Awards Dinner Friday, April 23, 2010. Criteria for this award are listed on the back of this document.

- ✓ The deadline for submitting newsletter entries is **March 31, 2010**. The entries must be **postmarked on or before March 31, 2010**.
- ✓ **One copy of two (2) different issues** of your newsletter must be submitted.
- ✓ Mail your newsletters (2) and this entry form to:

Illinois PTA District 28 Newsletter Award  
Mary Ann Daugherty, Editor  
2913 Louis  
Franklin Park, IL 60131



Name of PTA: \_\_\_\_\_

School Address: \_\_\_\_\_

\_\_\_\_\_

Name of Editor(s) and phone number(s): \_\_\_\_\_

\_\_\_\_\_

Name of PTA president and phone number: \_\_\_\_\_

\_\_\_\_\_

Number of years, including 2009-2010, that your newsletter has been distributed: \_\_\_\_\_

Who receives your newsletter?

How many issues do you distribute during the school year? \_\_\_\_\_

How is the newsletter distributed?

# Illinois PTA District 28 Newsletter Judging Criteria

## Criteria

1. The newsletter must be PTA sponsored
2. The newsletter must have an easily identifiable PTA flag (name of newsletter containing the PTA name).
3. The PTA president's message must be prominent.
4. The newsletter should utilize Illinois PTA and National PTA information either reprinted or rewritten and the source must be fully credited.
5. PTA committee articles/reports/activities must be present in the newsletter.
6. Judging will be based on the newsletter alone. Additional flyers/inserts will not be considered in the judging process.
7. Content that is inconsistent with the 501(c)(3) status of the PTA will disqualify the newsletter. Example: advertisements for businesses etc.

The newsletters that meet the above criteria will then be evaluated on the following items:

### 1. Suggested Material — 75%

a. Parent education/involvement, legislation, membership activities,
b. Council and/or district information - credited
c. PTA Calendar
d. Reprinted materials from sources other than PTA must be fully credited
e. School and student activities

### 2. Format — 25%

a. Type style - easily readable and consistency in font use
b. Editing techniques - spelling, grammar, accuracy
c. Graphics - relevant to the article, not used in excess
d. Layout - Appropriate use of white space, easy reading