



# WSPTA Local PTA and Council Awards of Excellence

## OUTSTANDING E-BLAST

### Application Instructions and Judging Form 2017-18

#### Award Outline **NEW THIS YEAR: NEWSLETTER IS A SEPARATE AWARD SUBMISSION**

The Outstanding E-blast award recognizes local PTA, community PTA, and council e-blasts.

#### Application Instructions - Use this application only. Do not alter.

- This application form is for local PTAs, community PTAs, and councils.
- Please include only this Outstanding E-blast application page with your submission. Subsequent judging form pages are to be used as a guide in creating your submission and do not need to be included.
- E-blasts will be judged on PTA identification, content, overall appearance, and creativity.
- PTAs must be in good standing with WSPTA in order to participate in the WSPTA Local PTA and Council Awards of Excellence.
- Submit application and requested pages in one two-pocket portfolio with fasteners or 3-ring binder (no larger than 1.5”).
- Submissions that do not include the completed application page and required e-blast examples will not be judged.
- Include ONLY the number of items requested. Please do not include more e-blast examples than requested.
- Award time frame is from March 1, 2017 – February 28, 2018 unless otherwise noted. Do not include old examples.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of Outstanding E-blast Committee and WSPTA Program Director are final.
- Awards will be presented at the 2018 WSPTA Convention.

#### E-blast Submission

- This application **must** include printed copies of **three (3) calendar month's** worth of publications. You may choose any three months from the March 2017 through February 2018 time frame. The months do not need to be consecutive. Please include all issues from your chosen months, but do not include issues outside of the three months you have chosen to submit.
  - If e-blasts are monthly, then send in three (3) issues – one per month
  - If e-blast are sent twice a month, then send in six (6) issues – two per month
  - If e-blasts are weekly, then send in twelve (12) issues – four per month
- Please send the e-blasts in the original format it was sent to your members. Do not alter or highlight any areas of the e-blast. Judges will review all newsletter and e-blast examples for the required information.
- Exception: Some online e-blast programs do not print a date; you may handwrite the date on top of the printed e-blast.

**We are a (check one):** Council  PTA/PTSA

**Name of PTA/Council:** \_\_\_\_\_ **PTA/Council #:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Daytime Phone:** \_\_\_\_\_

**Contact Email Address:** \_\_\_\_\_

**E-blast Name:** \_\_\_\_\_ **# issues published monthly:** \_\_\_\_\_

**E-blast distributed via:** Paper copies only  Email only  Paper copies and email

**Which three months of publications are submitted:** \_\_\_\_\_

**Mail Application To:** **Attention: Outstanding E-blast Chair**  
 1304 South Fawcett Ave., #300, Tacoma, WA 98402  
 ☎ 253-214-7410 ✉ PTAProgdir@wastatepta.org

**Postmark Deadline: March 1, 2018**

Please keep a copy for your records.

## Outstanding E-blast Judging Form 2017-18

### Section 1: Masthead or Footer (Total Points Available = 18)

1. Name of the e-blast – 2 points	
2. Name of the PTA or council – 2 points	
3. Local PTA or council # – 2 points	
4. Month and year of e-blast – 2 points	
5. Editor or president's name – 2 points	
6. Community served (i.e. school, school district, city, address, etc.) – 2 points	
7. PTA logo (at least one of the following - local PTA logo, WSPTA logo, National PTA logo) – 2 points	
8. PTA website address or link – 2 points	
9. PTA social media information or link (i.e. Facebook, Twitter, Pinterest, other) – 2 points	

**TOTAL SECTION 1 POINTS**
**Maximum Points Possible: 18**
**Total Points:**

### Section 2: Content (Total Points Available = 82)

- 1. PTA's vision and mission is a primary focus:** Do the issues provided include articles or submissions on topics of parent interest or parent education, health/safety/welfare/education of children and youth? (Total points available = 6). **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

- 2. Advocacy/Legislation:** Do the issues provided include articles/submission on topics of advocacy and legislation (i.e. Legislative Assembly information, WSPTA legislative platform, Focus Day, public policy regarding children, schools, and families, local school bond/levy information, etc.)? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

- 3. Membership Campaign:** Do the issues provided include membership updates or provide information on how and why to join PTA? Councils may receive credit for membership payment reminders, membership training/education, etc. (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

- 4. Executive Committee and/or Board of Directors members are designated by position with contact information:** Do the issues provided include or provide a link to the executive committee (elected officers) and/or board of directors members listed by position with contact information? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

5. **Calendar of Events:** Do the issues provided include a calendar or list of upcoming events (i.e. PTA events, school events, community events, meeting reminders, training opportunities, deadlines, etc.)? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

6. **News from other levels of PTA:** Do the issues provided include news from National PTA, WSPTA, region, and/or council and are contributing sources identified? Possible sources include: “*Our Children*”, National PTA or WSPTA websites, WSPTA Leadership News, Facebook (National PTA, WSPTA, region, council), region or council newsletters/communication, etc. Local PTAs will receive credit for sharing National PTA, WSPTA, region, and council information. Councils will receive credit for sharing National PTA, WSPTA, and region information. (Total points available = 12) **Examples for National PTA must be from different months. Examples for WSPTA must be from different months. Examples for region/council must be from different months. Credit will not be given for multiple examples in the same month.**

National PTA example #1 – Issue dated _____ - 2 points	
National PTA example #2 – Issue dated _____ - 2 points	
WSPTA example #1 – Issue dated _____ - 2 points	
WSPTA example #2 – Issue dated _____ - 2 points	
Region/council example #1 – Issue dated _____ - 2 points	
Region/council example #2 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

7. **Board & Membership Meeting Reports:** Do the issues provided include, or have a link to: agendas, minutes, and/or meeting highlights? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

8. **Committee & Program Updates or Reports:** Do the issues provided include committee and/or program updates/reports? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

9. **Volunteer Recognition:** Do the issues provided include volunteer and/or committee chair recognition by name? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

10. **Community News:** Do the issues provided include community news information (i.e. school, school district, school district foundation, local community, etc.) with contributing sources clearly identified? (Total points available = 6) **Judges must be able to find one example from each of the three months submitted. Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

**11. Officer & Board of Directors Training/Education:** Do the issues provided include information about upcoming training opportunities encouraging attendance, or reporting back after training was completed (i.e. region conference, Leadership Conference, PTA and the Law, Legislative Assembly, WSPTA Convention, other region or council training, Focus Day, etc.)? (Total points available = 4) **Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

**12. Bi-lingual Articles:** Do the issues provided include bi-lingual articles or references where to download the article translated? (Total points available = 4) **Credit will not be given for multiple examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

**13. Diverse School Populations:** Do the issues provided include articles on reaching your diverse population or outreach (this could be from Washington State PTA, articles on special education, multi-cultural leaders, advocating on special needs bills, information on community resources for families in need, etc.) (Total points available = 4) **Credit will not be given for multiple example in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

**14. PTA Programs & Awards:** Do the issues provided include articles on PTA programs and awards such as Reflections, PTA Men’s Essay Contest, Local PTA and Council Awards of Excellence (formerly called Group Awards), Individual Awards (i.e. Golden Acorn, Outstanding Educator, etc.), etc. (Total points available = 4) **Credit will not be given for multiple example in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
<b>Total Points Awarded:</b>	

<b>TOTAL SECTION 2 POINTS</b>	<b>Maximum Points Possible: 82</b>	<b>Total Points:</b>	
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**Section 3: Overall appearance & creativity (Total Points Available = 15)**

Each part of this section will be judged on a scale of 0-3 (0 = Not at all; 1 = Good; 2 = Better; 3 = Best)

1. Are the examples easy to read (fonts are in proper sizes and styles used enhance clarity, adequate spacing between elements, appealing color scheme)? (Total points available = 3)	
2. Do the examples provided include photos/clip-art/kids’ activities/other strategies to ensure readership? (Total points available = 3)	
3. Do the examples provided have an overall interesting and engaging appearance? (Total points available = 3)	
4. Do the examples provided have a logical layout? (Total points available = 3)	
5. Are the examples provided well branded? (i.e. good use of PTA logo(s), obvious it is a PTA communication, consistent graphics used, etc.)? (Total points available = 3)	

<b>TOTAL SECTION 3 POINTS</b>	<b>Maximum Points Possible: 15</b>	<b>Total Points:</b>	
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**E-blast Total Points Earned**

**Section 1: Maximum allowed = 18 \_\_\_\_\_**

**Section 2: Maximum allowed = 82 \_\_\_\_\_**

**Section 3: Maximum allowed = 15 \_\_\_\_\_**

**Total Points: Maximum allowed = 115 \_\_\_\_\_**

**Gold Level (90%) = 104+    Silver Level (80%) 92-103    Bronze Level (70%) 80 = 91**