

Award Outline

The Outstanding Newsletter award recognizes council newsletters as they are an important and effective form of communication.

Award Instructions & Information

- The [online application form](#) is for councils.
- Councils must be in good standing with WSPTA to participate in the WSPTA Awards of Excellence.
- Newsletters will be judged on PTA identification, content, overall appearance, and creativity.
- Include ONLY the number of items requested. Please do not include more newsletter examples than requested.
- Submission must include copies of **three (3) calendar months'** worth of publications. You may choose any three months from the March 1, 2020 through March 15, 2021 time frame. The months do not need to be consecutive.
 - If newsletters are **monthly**, then send in a total of three (3) issues – one per month
 - If newsletters are sent **twice a month**, then send in a total of six (6) issues – two per month
 - If newsletters are **weekly**, then send in a total of twelve (12) issues – four per month
- Exception: Some online newsletter programs do not print a date; you **MUST** handwrite the date on top of the printed newsletter.
- Please send the newsletters in the original format it was sent to your members. Do not alter or highlight any areas of the newsletters. Judges will review all newsletters for the required information.
- Your supporting files should include items in ORDER requested in the judging criteria and ONLY the number of items requested. Use sections and item numbers as indicated on the judging form.
- Items submitted should use the following format when naming the files that you will upload with your link: Month and year of newsletter, issue number and frequency. (Example: Oct20.Issue 1.Monthly)
- Award time frame is from March 1, 2020 – March 15, 2021 unless otherwise noted. Do not include old examples.
- Partial credit may be awarded if deemed appropriate by the judging committee.
- Decisions of outstanding newsletter committee and WSPTA program director are final.
- Awards will be presented at the 2021 WSPTA Convention.

NEW Submission Procedures for 2020-2021

Applications must be submitted via the [online form](#). If online submission is not possible, please contact the WSPTA program director, ptaprogrid@wastatepta.org, for instructions before the application deadline, **March 15, 2021**. Upon receipt of your application, you will receive a link to the awards submission site. You will then have 48 hours to upload your supporting files.

Application Deadline: March 15, 2021 | Please keep a copy for your records.

Have the following information ready to include in the [online form](#):

Council name:		Council #:	
Contact name:		Daytime phone:	
Contact e-mail:			
Newsletter name:		# issues published monthly:	
Newsletter distributed via:			

Please use this judging form as a guide.

Outstanding Newsletter Judging Form 2020-21

Section 1: Masthead or Footer (Total Points Available = 18)	
1. Name of the newsletter – 2 points	
2. Name of the council – 2 points	
3. Council # – 2 points	
4. Month and year of newsletter – 2 points	
5. Editor or president’s name – 2 points	
6. Community served (i.e. school, school district, city) – 2 points	
7. PTA logo (at least one of the following – Council, WSPTA, National PTA) – 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:	Total Points Available = 18	Total Points Awarded	
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Section 2: Content (Total Points Available = 84)	
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- 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 samemonth.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Month #3 – Issue dated _____ - 2 points	
Total Points Awarded:	

- 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	
Total Points Awarded:	

- 3. Membership campaign:** Do the issues provided include membership updates, 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	
Total Points Awarded:	

- 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 (should be marked) 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	
Total Points Awarded:	

- 5. Calendar of events:** Do the issues provided include a calendar, list or link to upcoming events (i.e. PTA events, school events, community events, meeting reminders, training opportunities, region and WSPTA events, and 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	
Total Points Awarded:	

- 6. News from other levels of PTA:** Do the issues provided include news from National PTA, WSPTA, and region, and are contributing sources identified? Possible sources include: “Our Children”, National PTA or WSPTA websites, WSPTA Leadership News, Facebook (National PTA, WSPTA, and region) communication. (Total points available = 12) **All examples 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 example #1 – Issue dated _____ - 2 points	
Region example #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

- 7. Board and membership meeting reports:** Do the issues provided include, or have a link to: agendas, summary, 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	
Total Points Awarded:	

- 8. Committee and 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	
Total Points Awarded:	

9. Volunteer recognition by name: 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	
Total Points Awarded:	

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	
Total Points Awarded:	

11. Officer and board of directors training/education: Do the issues provided include information about trainings offered/attended/received from National PTA, WSPTA, region, and/or council, and/or reporting back after training was completed (i.e. region conference, Leadership Conference, PTA and the Law, Legislative Assembly, WSPTA Convention, National PTA Convention, other region or council training, Focus Day, etc.)? (Total points available = 6) **Credit will not be given for multiple examples in the same month. Submissions should include examples of local PTA training opportunities provided by council.**

National PTA example #1 – Issue dated _____ - 2 points	
WSPTA example #2 – Issue dated _____ - 2 points	
Region or council example #3 – Issue dated _____ - 2 points	
Total Points Awarded:	

12. Bi-lingual articles: Do the issues provided include bi-lingual articles, link/button to translate 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	
Total Points Awarded:	

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 examples in the same month.**

Month #1 – Issue dated _____ - 2 points	
Month #2 – Issue dated _____ - 2 points	
Total Points Awarded:	

14. PTA programs and awards: Do the issues provided include articles on PTA programs and awards such as Reflections, WSPTA Essay Contest, WSPTA Awards of Excellence, individual awards (i.e. Golden Acorn, Outstanding Educator, etc.), 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	
Total Points Awarded:		

TOTAL SECTION 2 POINTS:	Total Points Available = 84	Total Points Awarded	
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**Section 3: Overall appearance and 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, styles used enhance clarity, adequate spacing between elements, appealing color scheme)? (Total points available = 3)	
2. Do the examples provided include photos/clipart/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)	

TOTAL SECTION 3 POINTS:	Total Points Available = 15	Total Points Awarded	
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Newsletter - Council Total Points Earned

Section 1: (Maximum points available = 18) _____

Section 2: (Maximum points available = 84) _____

Section 3: (Maximum points available = 15) _____

Total Points: (Maximum points available = 115) _____

Gold Level (90%) = 105+ Silver Level (80%) 94-104 Bronze Level (70%) 82-93