



# Local PTA Electronic Newsletter Award

## 2009-2010

### Purpose of Award

This award recognizes Local PTAs/PTSAs that have created newsletters in an electronic format that keep their members informed about school and PTA issues in a clear, accessible and inviting style.

### Award Criteria

- Local PTA must be in good standing with Texas PTA.
- Local PTA must submit three issues for verification.
- A table of contents is required in each issue.

#### **Bronze Level Recognition**

- Publish chairman's articles or live links in each issue from three of the following areas:
  - Arts in Education
  - Environmental Awareness
  - Fundraising/Money Matters
  - Healthy Lifestyles
  - Legislative/Advocacy
  - Membership
  - Parent Education
  - Parent Involvement/Volunteer Opportunities
- Publish Local PTA goals for the year (*required in only one issue*)
- Include the following components in each issue:
  - President's column
  - Principal's column
  - Awards/Recognition (*student, PTA, faculty/staff, school district*)
  - Calendar of upcoming events
  - Texas PTA logo

#### **Silver Level Recognition**

- Complete all bronze level requirements as detailed above.
- Publish one additional chairman's article or live link in each issue for a total of four.
- Include Council PTA (if applicable) and Texas PTA news in each issue.
- Include live links to the following Web sites in each issue:
  - Local PTA
  - Council PTA (if applicable)
  - Area PTA
  - Texas PTA
  - National PTA

#### **Gold Level Recognition**

- Complete all bronze and silver level requirements as detailed above.
- Publish one additional chairman's article or live link in each issue for a total of five.
- Include National PTA news in each issue.

### Award Submission

- This award will be submitted electronically via the Texas PTA Web site no later than **May 15, 2010**.
- Award submission forms will be available beginning April 1, 2010.