

Journalism Award Application

Application Deadline:
February 1, 2011

The Indiana PTA will recognize those who give their time, talent and effort to share the PTA story with not only other PTA members, but also the public. A Journalism Award will be presented to the winners at the annual Indiana PTA Convention. Each and every unit and council that published a newsletter publicizing PTA activities throughout the year is eligible to submit copies of the newsletter. Complete the application below along with two (2) different copies of your newsletter.

Unit Name: _____

Newsletter Name: _____

Date of 1st Newsletter Submission (required) _____ 2nd Newsletter Submission (required) _____

Newsletter Editor Name: _____

President Name: _____

Criteria for judging. Check all that apply:

- _____ 1. The overall design of the newsletter is appealing. (10 pts)
- _____ 2. The PTA/PTSA unit or council is clearly identified. (5 pts)
- _____ 3. The correct PTA logo for your unit is displayed somewhere in the newsletter. (10 pts)
- _____ 4. The newsletter is easy to read for both parents and students. (10 pts)
- _____ 5. Contact information of PTA officers is listed. (10 pts)
- _____ 6. The purpose of the newsletter is clearly stated. (5 pts)
- _____ 7. The newsletter includes a note or notes from the PTA President and/or school principal/administrator, or both. (10 pts)
- _____ 8. A calendar of events is clearly displayed. (10 pts)
- _____ 9. The newsletter is informative - including PTA issues, current topics, school issues... (10 pts)
- _____ 10. The newsletter promotes advocacy with legislative alerts, Indiana PTA Legislative Conference information and recap, and other advocacy tools. (10pts)
- _____ 11. Two different copies of your unit's newsletter are received by February 1st. (10 pts)

Submit applications:
Email: awards@indianapta.org
Mail: Indiana PTA Office
2525 N. Shadeland Ave., D4
Indianapolis, IN
46219