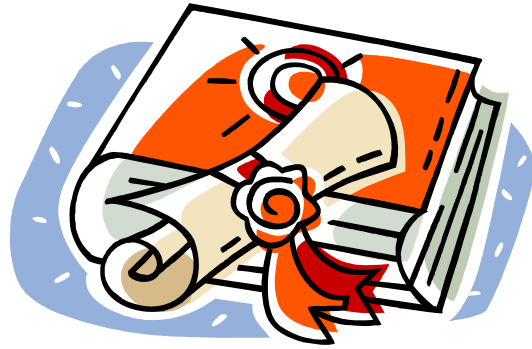


Local PTA

Historical Yearbook

Judging Requirements



2008-2009

New Jersey PTA

What is the Historical Yearbook?

The "Historical Yearbook" is a scrapbook or a visual history of a local PTA/PTSA's year of work. It contains activities, projects, trainings, publicity, and achievements of the PTA/PTSA. Your Yearbook may be placed in your school library, displayed at PTA/PTSA events in your school, or it can be given to the President who served that year. It is a lasting memory of your PTA/PTSA's accomplishments that can also be eligible for a State PTA-level award. Instructions for submitting your Historical Yearbook for this award follows.

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Submission Procedure for Historical Yearbooks

Yearbooks MUST be submitted to the County PTA for judging prior to being sent to the NJPTA Office. "Good Standing" information MUST be completed by the local PTA (see below). The County PTA submits the local PTA Historical Yearbook to the state for judging. Each County PTA sets the deadline for the local historical yearbooks to be submitted and the County PTAs are to submit the local yearbooks to the state office by **July 31, 2009**.

Good Standing Information to be completed

Local PTA Name _____

Local PTA # _____ Local Bylaws Expire on _____

The date of our Audit that is on file in the NJPTA Office is _____

All membership dues have been paid and cards have been accounted for.

- ❖ The State Publicity and Media Relations Committee will judge the County submissions.

- ❖ Awards will be presented 2009 Convention Awards Banquet and will be returned after the 2008 Convention.

- ❖ ONLY 1st, 2nd, and 3rd place winners will be notified by mail.

- ❖ Certificates of Participation will be given to all entrants.

Instructions for Preparing Your Historical Yearbook

The PTA Logo

The logo consists of the letters "PTA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A".The logo consists of the letters "PTSA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A".The logo features the text "New Jersey" in a bold, sans-serif font above the letters "PTA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A".The logo consists of the letters "PTA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A". Below the logo is the tagline "everychild.one voice.®" in a smaller, lowercase, sans-serif font.The logo consists of the letters "PTSA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A". Below the logo is the tagline "everychild.one voice.®" in a smaller, lowercase, sans-serif font.The logo features the text "New Jersey" in a bold, sans-serif font above the letters "PTA" in a bold, italicized, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A". Below the logo is the tagline "everychild.one voice.®" in a smaller, lowercase, sans-serif font.

PTA and PTSA are Registered Service Marks. NO PERIODS MAY BE USED BETWEEN THE LETTERS. Yearbooks will automatically be disqualified if “periods” appear in the logo anywhere in the Yearbook. If an outside publication/vendor was used for printing or publicity purposes and that vendor placed “periods” in PTA/PTSA, please place a note to identify it as an “outside” source.

The Outside Cover

Keep it simple and neat. Size may NOT exceed 12 x 15 inches, portrait or landscape. The book should be easy to handle. Loose leaf or spiral bound (photo album style), vinyl, canvas, or leather is suggested.

Page Layout

Use single sheets displaying both sides. Booklets or multi-page programs should be taken apart. Pages may be plastic covered, but are not required. A theme may be used and adds to the overall appearance of the book, but are not required. Please be advised that the overall appearance may be used as a tiebreaker by the judges.

Information that **MUST** be on the first (second page, if needed) of the Yearbook:

- The words “Historical Yearbook”
- Time Period that is covered by this Yearbook (sample: July 2008 to June 2009)
- Name of the Local PTA/PTSA
- Local PTA Number
- Picture of the School(s) – Must have school building photo not just sign
- Name and address of the School(s) including City, State and County
- Type of school(s) (i.e. Middle, Elementary, Regional, etc)
- Number of students
- Number of teachers
- Number of members in the Local PTA
- Yearbook Chairman’s name, address, phone number and email address

All Materials **MUST** be in Chronological Order

- The Yearbook should be presented month by month.
- Internal and external publicity should be placed together.
- Place all flyers, press releases, photos, newsletters, etc. in the month in which they occurred or were distributed.

Publicity

External Publicity (how you reached people other than your members)

- When sending press releases to the media the name of the PTA/PTSA **MUST** appear in the release or announcement.
- Published articles must include the name of the publication and the date published.
- You may include copies of Press Releases and Faxes submitted to your media sources even if they were not published.
- Some PTA/PTSA's cannot get any outside publicity from the media but be creative and try to promote your PTA/PTSA in other ways.
- You can take photographs of flyers posted at other places such as stores, school doors, etc. promoting your event/activity. A photo of the event posted on the school sign announcing it is also acceptable (ex: book fairs, family nights).

Internal Publicity (how you reached your membership)

- Flyers, newsletters/bulletins, announcements, bulletin boards, and other materials **MUST** include the name of the PTA/PTSA.
- If you have a newsletter/bulletin, take it apart, single pages please.
- School released newsletters/bulletins that include an article or other submission of the PTA/PTSA may be included. Include only the section of the school newsletter/bulletin that contains the PTA/PTSA submission (not the whole school newsletter).
- Photos **MUST** be identified with a general description of the event or group and the date.

Commendations

- Special documents such as certificates, awards and thank you cards received should be placed in a separate section at the end of the Yearbook.
- Group all like items together.
- **NO** 3-dimensional objects.
- Special Note – photographs or photocopies of awards, plaques, and ribbons are acceptable. Originals are not required.

Historical Yearbook Judging Requirements

A copy of these 2008/2009 judging requirements should be placed on the last page of the Yearbook.

Please **DO NOT SUBMIT**: materials that do not include the name of your PTA/PTSA, thank you notes that you sent out, outgoing correspondence, invitations received, children's work that is not part of a flyer/program booklet, or 3-dimensional items. Keep in mind that this "Historical Yearbook" is the record of the local PTA/PTSA's activities and programs and not a historical record of the school or the school's activities.

The **FOUR** areas that will render a book ineligible for judging are:

- The Local PTA/PTSA is not in "Good Standing."
- The "Good Standing" box on page 1 is omitted or not complete.
- "Periods" are used in PTA/PTSA on an item produced by the Local (exception to this provision is explained in the PTA Logo – page 2)
- The Yearbook arrives at the NJPTA Office after the NJPTA **deadline July 31, 2009**.

