



September 2011

To: Local Court Regents

From: Janet Martineau, National Newsletter Chairman

Re: 2012 National Newsletter Contest

The 2011 Newsletter Contest is over, but it's not too early to begin planning for the 2012 contest. What an exciting project for both local and state courts. The 2011 Newsletter judges were impressed by the creativity, diversity and effort put into the newsletters. Many courts are using website links or email to distribute their newsletters and saving postage, ink and paper.

The court newsletter is just one way to communicate to the members of your court current activities, upcoming events and special projects the court may be planning. The newsletter is of special interest to those members that are unable to attend meetings due to illness, being homebound or because of family responsibilities.

In addition to local court news, the newsletter is also a way to relay CDA information from the national and state levels. The court newsletter also serves as a means to follow up on special events in your church and community and can very easily be a recruiting tool.

Please remember that your newsletters are judged specifically on their content, not whether they are printed in black and white or color or how many pages it contains. What is important is the coverage of your local, state and national CDA news, and the interests of your court and community.

In addition to this letter, the 2012 Newsletter Contest Guidelines and the Local Court Cover Sheet are included. If you are not the newsletter editor, it is very important that you send her a copy of this packet before she begins getting the newsletters ready for the 2012 contest.

As the National Chairman I encourage all local courts to publish a newsletter and participate in the 2012 contest. We need everyone to be involved to support our local and national programs and contests. We had wonderful participation in 2011, let's see if we can double the entries in 2012, giving us all an opportunity to learn more about the amazing things our CDA sisters are doing around the states. We have a wonderful story to tell...do your part in writing it.

Approved by:

Joanne Tomassi
National Regent

LOCAL COURT



2012 National Newsletter Contest Guidelines

Janet Martineau, National Chairman

It is time again to begin planning to enter your Court's newsletter in the 2012 National Newsletter Contest. We appreciate all the 2011 entries and we are looking forward to a larger participation in 2012. Newsletters insure the pursuit of common objectives and facilitate the flow of ideas and information between State and local courts. They should inform, motivate, and inspire the members. State and local Regents are encouraged to maximize this valuable communication tool.

All newsletter entries for the **2012 National Newsletter Contest must be POSTMARKED ON OR BEFORE MAY 1, 2012** Newsletter entries will not be accepted for judging after the deadline.

The State Regent is responsible for setting the deadline for entries in the state contest.

Newsletters will be judged on the following categories: **Layout:** appearance, neatness, use of white space, and contain all required elements; **Headlines:** interest, appeal; **Coverage** of local, State and National news and projects; **Journalistic Style:** Readability, spelling, objectivity; and **Special Features;** Art, humor.

Failure to comply with any of the following guidelines will result in automatic disqualification.

Requirements for each Local Court entry: Each newsletter must include the following:

1. Name, address and contact information of the Regent, Editor or both. This information must appear near the nameplate at the top of the newsletter or in a designated editor block or at the end of the newsletter.
2. Court name, number and location of the court must appear at the top of the newsletter.
3. All newsletters are required to include the Mission Statement and any of the Catholic Daughters of the Americas registered logos that can be located at www.catholicdaughters.org
4. Send **three (3) copies of each of the last three issues and include THREE (3) COVER SHEETS TO YOUR STATE NEWSLETTER CONTEST CHAIRMAN.** ATTACH ONE COVER SHEET, COMPLETE WITH ALL THE REQUIRED INFORMATION, TO EACH SET OF NEWSLETTERS. **THE COVER SHEET, SIGNED BY THE COURT REGENT, MUST STATE THAT THESE ARE THE IDENTICAL NEWSLETTERS MAILED/EMAILED TO THE ENTIRE MEMBERSHIP.**
(Cover Sheet Included in packet)

For a newsletter to be eligible for the National Competition: A Local Court's newsletters must be the first place winner in its category and division in the State Contest. It is then sent to the National Chairman by the State Newsletter Chairman.

1. Three (3) copies of each of the last three issues of the winning newsletters.
2. Completed Cover Sheets signed by the local court Regent stating these are the identical newsletters mailed/emailed to the entire membership.
3. A local court's newsletter must be the first place winner in their category and division to be sent on to the National Contest by the State Newsletter Chairman.

**All entries must be sent to: Janet Martineau
National Newsletter Chairman
401 N Central Ave
Sidney, MT 59270**

LOCAL COURT NEWSLETTERS: FIVE CATEGORIES – TWO DIVISIONS

It is possible for a state to have winners in each Category and Division

CATEGORY I	I -----	Courts with 100 or less members
CATEGORY II	II -----	Courts with 101 to 200 members
CATEGORY III	III -----	Courts with 201 or more members
CATEGORY IV	IV -----	Newsprint (Regardless of the number of members or issues – No Division)
CATEGORY V	V -----	Territorial Courts – States without a State Court - No Division
(Territorial Court Newsletters are sent directly to National Chairman)		
DIVISION I	I -----	10 or more issues per year
DIVISION II	II -----	4 to 9 Issues per year



2012 National Newsletter Contest Janet Martineau, National Chairman

Following are some suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing and to prepare for the National Newsletter Contest.

Newsletter deadlines are strictly adhered to. Each State Regent lists the State Newsletter Contest Chairman and the State deadline. Each State Chairman is responsible to send the 1st Place winning entries to the National Chairman by the deadline of May 1st. Territorial Courts send their 3 month entries to the National Chairman by May 1st. Do not make the mistake of sending your entries to the wrong place and be disqualified from the contest!

It is very important that the Regent give the Newsletter Contest Guidelines to the court newsletter editor before she begins getting the newsletters ready for the local contest. Follow the guidelines carefully and be ready to answer any questions she may have. Your newsletter is a great vehicle to recruit new members, a communication tool and a record of your court's history.

All newsletters are required to include:

1. The Mission Statement of the Catholic Daughters of the Americas
2. A registered trademarked CDA logo of the Order should be on every piece of publication. Be sure you have the ® mark on your logos.
3. The name, address and phone numbers for the Regent and Editor.
4. The Court name, number, location and state

Suggestions for the newsletter contents:

- **Contact Information:** Include the name of the Court Chaplain, District Deputy and the name, address and phone numbers of all court officers.
- **Meeting Place and Time:** Include the time, date and place of your next meeting. This is a great recruitment tool and listing your next meeting as "Next Meeting 7:30 pm September 7 in the School Hall" may not be sufficient. What school? What address?
- **Court activities:** Put them in short articles with the **byline** (name) of the person that wrote the article under the headline. Short articles are more likely to be read than longer ones.
- **Acknowledgement** of members for thank you's, sympathy, announcements, promotions, etc., makes a newsletter more personal. It also gives information to members that do not or cannot attend meetings.
- **Other Information:** Ask your Court Chaplain and District Deputy to write an article or paragraph each month for the newsletter.

- **National and State News:** Place the most current information from your National and State newsletters. Since these newsletters are usually sent quarterly, divide up the news you receive into two or three newsletters. There is plenty of information to work with. Be sure to list any National or State Events early so that travel plans can be arranged.
- **Website Information:** You are connected to a national organization and members need to know how and where they can find current information of national activities. More information is on the national website at www.catholicdaughters.org. List your State and Court websites also (if applicable). Even if you do not use a computer, there are others in the court and their family members who may look into these.
- **Number** the pages beginning with page two (2). It is not necessary to number the first page but page order can get mixed up without page numbers.
- **Fill** in empty spaces with a related graphic, prayer, poem, recipe, announcements, clip art, etc.
- **Be creative** but most of all have fun. We all enjoy receiving Court newsletters.

Contact information is very important.

Catholic Daughters **are not** the only ones that read our newsletters.

Many courts place their newsletters in the lobby of the Church or offices of their parish and make the newsletter a great recruiting tool.

BUT without some contact information we may have just lost a new member.

So, check your newsletters, and make sure you have the necessary contact information in it.

MISSION STATEMENT

Catholic Daughters of the Americas strives to embrace the principle of faith working through love in the promotion of justice, equality and the advancement of human rights and human dignity for all.

**Catholic Daughters of the Americas
National Newsletter Contest
LOCAL COURT Cover Sheet**

Court Name and Number _____

Court Location _____
City State

Name of Court Regent _____

Address _____
City/State Zip Code

Telephone Number (Area Code) _____

Email _____

Number of members in Court at the present time _____

Category _____ Division _____

Court Regent's Signed Statement

I verify that these are the identical newsletters submitted in the same original form mailed to the membership and that no part has been altered for judging.

Court Regent _____
(Local Court Score Sheets **are not** to be sent to the National Chairman)

Instructions

Postmarked Deadline for newsletter entries to be sent to the State Chairman:

On or before _____

1. Complete Cover Sheet and make three (3) copies of Cover Sheet
2. Attach one (1) copy of Cover Sheet to each set of newsletters
3. Send entries to State Chairman:

State Chairman Name

: _____
Address Zip Code



Catholic Daughters of the Americas
2012 NATIONAL NEWSLETTER CONTEST
Local Court Scoring Sheet

Court Name & No. _____

Location: _____

Category _____

Division: _____

Regent's Name: _____

Max Points	Categories	Judge's Score
20	LAYOUT (Appearance, neatness, good use of white spaces, etc.) Requirements: Mission Statement & CDA registered logo, name, address & contact information of the Regent & Editor, Court name, number & location of the Court	
10	HEADLINES (Informative, eye catching, capture Interest) Comments:	
20	COVERAGE (Local projects & news) Comments:	
15	COVERAGE (National projects & news) Comments:	
15	COVERAGE (State Projects & news) Comments:	
10	JOURNALISTIC STYLING (Readability, spelling, grammar, objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, pictures, etc.) Comments:	
100	Total Points Possible	Total