



September 2011

To: State Court Regents

From: Janet Martineau, National Newsletter Chairman

Re: 2012 National Newsletter Contest

Thirteen of thirty-five state courts participated in 2011 and this indicates a need to improve communications with your local courts. More states have websites but not all provide links to their newsletters. Using the internet to share your newsletters will save on ink, paper and postage while increasing your readership.

The state court newsletter is just one way to communicate to the members of your state current activities, upcoming events and special projects the state may be planning. The newsletter is of special interest to those courts that are unable to attend meetings and workshops.

In addition to state court news, the newsletter is also a way to relay CDA information from the national level. The state court newsletter also serves as a means to follow up on special events in your state and local courts 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.

In addition to this letter, the 2012 Newsletter Contest Guidelines and the State 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 state courts to publish a newsletter and participate in the 2012 contest. We need everyone to be involved to support our local, state and national programs and contests. Thirteen state courts participated in 2011-but thirty-five state courts have news to share with their local courts and all who seek information about CDA in your state. A newsletter is the best way to communicate your activities, goals, and amazing accomplishments!

Approved by:

Joanne Tomassi
National Regent



STATE COURT 2012 NATIONAL NEWSLETTER CONTEST GUIDELINES

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

State Courts will submit their newsletter contest entries to the National Chairman.

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, etc.

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

Requirements for State Court entry: Each newsletter must include the following:

1. The name, address and contact information of the State Regent, City and State of State Court.
2. Number of copies distributed per issue **at the present time.**
3. All newsletters are required to include the Mission Statement located at the bottom of this page and any of the Catholic Daughters of the Americas registered logos that can be located at www.catholicdaughters.org
4. Must include the Category and Division in which it is to be entered.
5. Send **three (3) copies of each of the last three issues and include THREE (3) COVER SHEETS.**
6. **ATTACH ONE COVER SHEET, COMPLETE WITH ALL THE REQUIRED INFORMATION TO EACH SET OF NEWSLETTERS, SIGNED BY THE STATE REGENT, STATING THESE ARE THE IDENTICAL NEWSLETTERS MAILED/EMAILED TO THE ENTIRE MEMBERSHIP.**
(Cover Sheet Included in packet)

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

STATE COURT NEWSLETTER: FOUR CATEGORIES - TWO DIVISIONS

CATEGORY	I -----	100 or less copies per issue
CATEGORY	II -----	More than 100 but less than 1,000 copies per issue
CATEGORY	III -----	1,000 or more copies per issue
CATEGORY	IV -----	Newsprint (Regardless of the number of issues – No Division)
DIVISION	I -----	States publishing 4 or more issues per year.
DIVISION	II -----	States publishing less than 4 issues per year.

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.



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 State Regent give the Newsletter Contest Guidelines to the 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 State Court Chaplain, National Representative and the name, address and phone numbers all court officers.
- **Special Meeting or Workshops:** Include the time, date and place of your next meeting. This is a great recruitment tool for officers and advising them of this information early will help them to make arrangements to participate.
- **State 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 State Court Chaplain and National Representative to write an article or paragraph each month for the newsletter.

- **National News:** Place the most current information from the National 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 and state activities. More information is on the national website at www.catholicdaughters.org. List your State Court website also (if applicable). Even if you do not use a computer, there are others in the state and their family members who may look into these. If your state court has a website, provide a link to your newsletters.
- **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.

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

State Court _____

Name of State Regent _____

Address _____
City / State Zip Code

Telephone Number (Area Code) _____

Email _____

Number of copies mailed per issue _____

Category _____

Division _____

State 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.

State Regent _____

Instructions

**Postmarked Deadline for newsletter entries to be sent to the National Chairman:
On or before May 1, 2012.**

1. Complete Cover Sheet
2. Make three (3) copies of Cover Sheet
3. Attach one (1) copy of Cover Sheet to each set of newsletters
4. Send entries to National Chairman:

**Janet Martineau
National Newsletter Chairman
401 N Central Ave
Sidney, MT 59270**



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

State Court _____ Location: _____

Category _____ Division: _____ State Regent _____

Max Points	Categories	Judge's Score
20	LAYOUT (Appearance, neatness, use of white spaces, etc.) Requirements: Mission Statement CDA registered logo, Regent or Editor contact information & Name, Number & Location of Court Comments:	
10	HEADLINES (Interest, appeal) Comments:	
20	COVERAGE (Local projects & news) Comments:	
15	COVERAGE (National projects & news) Comments:	
15	COVERAGE (State Projects & news) Comments:	
10	JOURNALISTIC STYLING (Readability, spelling objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, etc.) Comments:	
100	Total Points Possible	Total