



September 2011

To: Territorial 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 your court. Three of seventeen Territorial Court Regents submitted newsletters in 2011. Since the goal of every Territorial Court is to become a State Court your newsletters are of utmost importance.

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, your newsletter is also a way to relay CDA information from the national level. Your 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 and national CDA news, and the interests of your court and community.

In addition to this letter, the 2012 Newsletter Contest Guidelines and the Territorial 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 Territorial 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. Seventeen Territorial Courts could be involved 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



TERRITORIAL 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. They should inform, motivate, and inspire the members. Territorial Court 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.

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 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 Territorial 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 THE NATIONAL 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)

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

TERRITORIAL COURT NEWSLETTERS: ONE CATEGORY

CATEGORY V ----- Territorial Courts – States without a State Court - **No Division**
(Territorial Court Newsletters are sent directly to National Chairman)



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 Territorial Court sends 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, National Supervisor 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 National Supervisor to write an article or paragraph each month for the newsletter.

- **National News:** Place the most current information from your 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 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 Court website 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. If your court has a website, provide a link to your newsletter and save on postage, ink, and paper.
- **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
TERRITORIAL COURT Cover Sheet**

Territorial Court Name and Number _____

Name of Regent _____

Address _____
City / State Zip Code

Telephone Number (Area Code) _____

Email _____

Number of copies mailed per issue _____

Category V

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 _____

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
 Territorial 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:	
0	COVERAGE (State Projects & news) Comments: Territorial Courts will not have any State news because they do not have a state court	
10	JOURNALISTIC STYLING (Readability, spelling objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, etc.) Comments:	
85	Total Points Possible	Total