

January 24, 2022

Dear Chapter Presidents for retired teachers,

Thank you for all you do to keep things running for your local retired teachers group during this pandemic situation. It is greatly appreciated!

I am the chair of the state public relations committee. All public relations materials for judging need to be sent to me by **March 1, 2022**. **My contact information is at the bottom of this letter**. Please postal mail or email your newsletters and press releases. For web sites, let me know you have a site you want judged.

Newsletter guidelines are:

- Includes RTA name (banner)
- Includes contact information of state and local officers and committee chairs
- Has a separate calendar of events
- Includes minutes of last meeting, treasurer's report, and committee reports
- Notes community service and/or personal achievements
- Has overall good appearance
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Press Releases guidelines are:

- Includes at least two published submissions to the State Public Relations Committee
- Has been generated by the local RTA or is a feature article from the newspaper staff
- Must include the words "retired teacher(s)" in the article
- Includes information about a group project or an accomplishment by an RTA member
- Mentions local RTA's name and contact information; mentions affiliation with the Indiana Retired Teachers Association
- Includes a photo

Website guidelines are:

- Links to www.retiredteachers.org
- Is a website; not a blog
- Is not all on one page; contains active links
- Includes contact information through website
- Has calendar of events
- Includes up-to-date news
- Shows date of last revision
- Includes community service/personal achievement stories
- Includes legislative updates
- Has good overall appearance

Your Public Relations materials will be judged using the following categories:

- Outstanding
- Honorable Mention
- Participation

All submissions will receive a certificate at the June Representative Assembly.

Sincerely,

Judy Hostetler

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