



PTA Communications Chair Job Description

Voting Member of the Executive Committee

Local PTAs may differ regarding title of the chairman, or the number of persons assigned to do the important work of public relations and communications. Compiling, editing, producing, and distributing a Unit newsletter may be delegated to a chairman or shared by a committee.

A PTA newsletter or bulletin serves three major purposes:

1. To inform every family in the school of the aims and accomplishments of the PTA.
2. To encourage and stimulate attendance at PTA meetings and participation in PTA projects and activities.

To cooperate with the school in keeping parents informed about school functions.

The newsletter is the link between home and school. It should bring members into contact with all levels of PTA - local to National. It reflects the character of the PTA Unit. If it is appealing and exciting, people will want to belong. It can give active members pride in their Unit, invite new members into action, and attract more members to meetings.

WHAT BELONGS IN A NEWS BLAST?

President's Message

- Opportunity to educate readers on aspects of the PTA
- Greetings, invitations, words of thanks
- Explain special projects or services offered by PTA

Principal's Message

- Full cooperation with administration is absolutely essential to the success of a PTA Unit
- Freedom to use the space in whatever way he/she chooses

PTA Information

- Enough detail about the PTA program to supply incentive for attending meetings
- Complete enough to leave no question about event location, date, time, etc.
- Report on services PTA is providing for school, staff and children

Committee Reports



- Only those truly current and of general interest
- Emphasize parent education, legislation, cooperation with home & school, etc.

Information From PTA Sources

- Relevant articles or excerpts from National PTA's *Our Children*, *What's Happening in Washington*, PTA pamphlets, or the *Arkansas PTA Bulletin*. Your editor should credit National or State PTA as the source of the articles.

Calendar of Events

- PTA dates

General interest - School Board meetings, club meetings, and photo dates, etc.

School Information

- Data on teaching, curriculum homework help, etc.
- Testing dates, lunch menus, staff articles, etc.

WHAT ABOUT LETTERS TO THE EDITOR?

This depends on the policy of the newsletter. If they are accepted, all sides of a controversial topic should be presented in the same issue if possible. If a response comes later, print it in the next issue. *Personal references must be excluded.* The President and the editor can choose whether or not to print a letter.

Identify the newsletter with a name and heading that includes essential identification: name of PTA, address and date.

Keep the newsletter interesting, accurate, brief, and timely. Check spelling, punctuation, names, and PTA terminology. Make sure the newsletter is readable by providing a clear, sharp copy for duplicating.

Send a copy of the newsletter to the State PTA office.