



PTA REFLECTIONS

PTA Reflections Program Local Arts Chairs' Guide

2010–2011 Reflections Program Theme:

“Together We Can”

Please contact your state PTA office regarding deadlines.

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About PTA Reflections

Since 1969, the national PTA Reflections Program has encouraged students across the nation and in American schools overseas to explore their artistic talents.

The PTA Reflections Program is designed to enhance quality arts education for students in preschool through grade 12, encouraging them to create works of art in the areas of dance choreography, film production, literature, musical composition, photography, and the visual arts. More than 500,000 students participate through their local PTAs each year—millions over the course of the program’s 40 years.

The Reflections Program helps parents encourage the creativity and lifelong learning of their children, and offers children recognition for their artistic endeavors.

Parents, teachers, and community members all play a critical role in providing a positive learning environment for children. Supporting the PTA Reflections Program is one way you can increase student achievement, foster student talents, and promote the arts in your home, your school, and your community.

Local Arts Chair Responsibilities

Local arts chairs are responsible for the following in running the PTA Reflections Program at their schools:

- Contacting the state PTA office for the year's updated rules, materials, and deadlines
- Establishing a Reflections Program network and answering questions
- Establishing a timeline
- Promoting the Reflections Program to parents, students, and teachers
- Distributing the rules, local deadlines, and Student Entry Forms
- Collecting and cataloging entries
- Recruiting judges and setting up the judging process and judging dates
- Announcing and recognizing winners
- Submitting winning entries to the next level of judging
- Submitting required forms and tracking participation
- Keeping records
- Returning artwork to participants

Contacting the State PTA Office

To start the Reflections Program year, contact your state PTA office for the most up-to-date rules, deadlines, and submission guidelines, all of which may differ from state to state. Each state may establish requirements beyond those of the national program. National PTA does not set, alter, or record state rules or deadlines. Please contact your state PTA office for this information.

Provide the state PTA office your contact information as local arts chair to make sure you receive all Reflections Program updates and reminders throughout the program year.

Establishing a Reflections Program Network

Create a network of teachers and volunteers to help distribute information about the Reflections Program and answer questions from parents and students regarding rules and deadlines. Consider establishing a Reflections Program committee of two

to three additional volunteers to assist in running the program. Make sure your team knows how the Reflections Program works and what the deadlines are for your state. **Your unit is not required to participate in all six arts areas, but you should be familiar with the rules and submission requirements for each arts area in which you do accept entries.**

Establishing a Timeline

When establishing your timeline, allow ample time for students to create the works of art and for entries to be received and judged. When setting the deadline for student submissions, work backward from the deadline established by your state PTA for submitting entries to the next level of judging. Allow at least two weeks for the judging process, and another two to three weeks for copying paperwork and packaging the winning artwork for the next level of judging.

To avoid confusion, **distribute only the student submission deadline to parents and students.** Do not share the deadline for entries to be sent to the next level of judging.

Make sure you know where to send winning entries for the next level of judging.

Promoting the PTA Reflections Program

Once you've established the deadline for student submissions, promote the Reflections Program to families and students, as well as teachers. (Reflections Program submissions may be developed in or outside of school as long as the entries are new pieces inspired by the current year's theme and created expressly for the program.) The school's art, music, theater, film, dance, and photography teachers can be strong allies in encouraging all students to participate.

Consider kicking off the program with a PTA-hosted arts night at which you share the submission deadline, rules, and Student Entry Form (see below). Promotional fliers for the program are available at PTAreflections.org in both English and Spanish. Be sure to also include Reflections Program information and reminders in PTA/school newsletters and websites. In all promotions, include the student submission deadline and contact information for where to direct questions.

Distributing the General Student Participation Rules, Arts Area Rules, and Student Entry Form

General Student Participation Rules and Arts Area Rules

All students must adhere to the General Student Participation Rules as well as the rules for their specific arts area. Provide teachers with the rules in advance. Then distribute all rules, as well as the Student Entry Form, to families and students through a kick-off meeting, other PTA or school events, fine arts classes, newsletters, and the PTA/school website. Be prepared to answer questions.

Student Entry Form

In order to be accepted, each entry submitted must include a completed and signed Student Entry Form. **The form must have the signatures of both the student and the parent/guardian, unless the student is 18 years old. If the student is 18 or over, only the student's signature is required. Entries submitted without the entry form or the appropriate signatures will be disqualified.**

Do not change the legal section of the Student Entry Form. The legal permission section gives PTA, including National PTA and all local, council, district/region, and state PTAs, permission to use student artworks for publicity purposes. It gives PTA rights to use the artworks in public presentations, publications, promotions, galleries, programs, etc., in print, electronic, and multimedia formats.

Student Entry Forms need to be on 8½-inch by 11-inch (8½" x 11") paper. Do not reduce the size of the form.

The Student Entry Form is available in English and Spanish. All Student Entry Forms submitted in Spanish must have an English translation attached.

Required Artist Statement

Each entry must include an artist statement. The purpose of this statement is for the child to explain how the entry relates to, embodies, or is inspired by the national theme. The statement should not exceed 250 words; there is no minimum length. The Student Entry Form provides a space for the artist statement; if the statement does not fit in the space given, it may be written on a separate sheet and attached to the

Student Entry Form. Make sure the student's full name appears on any sheet attached to the Student Entry Form.

Local PTA Information

Before submitting entries to the next level of judging, complete the local PTA information at the bottom of the Student Entry Forms. All information is required. Please provide the *official* PTA/PTSA name; this will be used in student recognition. You may want to type in the information before copying and distributing the form.

Requirements for the Student Entry Form for Photography and Visual Arts Entries

Place the original signed Student Entry Form in a sheet protector and tape the sheet protector to the back of the artwork using masking tape. The form is designed so that the sheet can be folded in half for judging purposes. **Please do not tape the form directly to the artwork; make sure the form is in a sheet protector.** Taping the form directly to the artwork makes it difficult to photocopy the form without risking damaging the work. For any artwork being sent to the next level of judging, you are required to send the original Student Entry Form on with the winning piece. Please make a copy of all Student Entry Forms that are sent to the next level of judging. Keep this information until the piece has been returned to the child.

Consent Forms

Ask your state PTA about its requirements for consent forms. National PTA suggests that signed consent forms be submitted along with the Student Entry Form for all individuals who appear in a dance choreography, film production, or photography entry—and if it includes images of an individual, a literature or visual arts entry. If an individual appearing in an entry is under the age of 18, parental consent should also be obtained and submitted. Keep a copy of the consent forms on file.

Collecting Entries

As artwork is submitted, catalog the entries for judging. Keep all Student Entry Forms with the original artwork. Check for obvious disqualifications due to size or length of entry (see the requirements given in the arts area rules), medium, or plagiarized or resubmitted entries (see “Originality”).

Judging

Judging at the National Level

All national entries are judged on artistic merit, creativity, mastery of the medium, and interpretation of the theme. Mastery of the medium in the context of the national Reflections Program pertains to the level of skill the student demonstrates in the basic principles/techniques of the arts area. However, a well-developed concept is more important than technique. Entries will be judged primarily on how well the student uses his or her artistic vision to portray the theme.

Literature, musical composition, dance choreography, and film production: Each of the four judges in the arts area receives entries from one grade division to review. Each judge selects 10 entries from his or her assigned grade division for presentation to the full panel. After the presentation, the judges collectively assign awards of excellence and awards of merit. Up to three awards of excellence and up to five awards of merit are awarded in each grade division of each arts area.

Photography and visual arts: Entries are judged from electronic files of the original artwork. The judges view all of the artwork for one grade division and select the pieces that they would like to see in a second round of viewing. In the second round, they pick the top eight and assign awards of excellence and awards of merit. Up to three awards of excellence and up to five awards of merit are awarded in each grade division of each arts area. The judges then repeat the process for the other grade divisions.

Tiebreakers: If two entries are judged as equal across all areas, the entry that best interprets the theme receives more recognition.

Outstanding Interpretation selection: All recipients of awards of excellence in each arts area are reviewed together. The piece in each arts area that best interprets the theme is selected for the Outstanding Interpretation Award. There are a total of six Outstanding Interpretation Award recipients—one in each arts area.

A local, council, or district/region judging process could have a similar design.

Below is a basic judging rubric units may use in evaluating entries and assigning awards.

Sample Judging Rubric

All entries should be judged on artistic merit, creativity, mastery of the medium, and, most heavily, interpretation of the theme.

| | | |
|----------------------------------|--|-------------|
| Interpretation of Theme | How closely the piece relates to the theme, based on the artwork itself and the artist statement | 5pts |
| Artistic Merit/Creativity | How creative and original the piece is in its conception of the theme and its presentation | 3pts |
| Mastery of Medium | The level of skill demonstrated in the basic principles/ techniques of the arts area | 2pts |

With this rubric, each entry would have a total of no more than 10 possible points from each judge. Add the points from each judge and rank the artwork accordingly.

| Name of Entry | Interpretation of Theme | Artistic Merit/ Creativity | Mastery of Medium | Total Points |
|---------------|-------------------------|-------------------------------|-------------------|---------------------|
| | | | | |

Establishing Judging Dates

Establish judging dates based on the date entries are due within your school, the deadline for submitting entries to the next level of judging, and the number of entries you expect to receive. If your unit participates in all six arts areas of the Reflections Program, expect to need at least two weeks for the judging process, and another two to three weeks to prepare artwork for the next level of judging. Refer to the earlier section “Establishing a Timeline” for additional information.

Recruiting Judges

All judges should have a working knowledge of their assigned arts area. Sources of judges might include:

- Art, literature, dance, film, journalism, and music educators or college/university professors
- Teachers from other schools participating in the Reflections Program
- Art museum directors, docents, curators, or historians
- Professional photographers and local artists
- Local symphony orchestra or choral directors, musicians, conductors, or composers
- Local dance conservatories, dance studios, ballets, or theaters
- Local multimedia/video production companies
- Newspaper journalists, editors, or photographers
- Local television stations
- Arts advocacy organization presidents or directors

As a point of reference, National PTA has a minimum of one judge per grade division in each arts area. In addition to the judging rubric, give the judges the participation and arts area rules.

Inviting professionals in the arts or influential community leaders to participate in Reflections Program judging increases the exposure of your PTA, its work, and the wonderful benefits students derive from participating in the arts.

Remember to recognize judges in promotions and thank them for their participation. Some PTAs provide each judge with a small gift or certificate of appreciation.

Resolving Conflicts of Interest

If a judge knows a student participant or a student's work, the judge should remove him- or herself from the judging process for that particular arts area to prevent a conflict of interest. Teachers from the host school may know student work and/or have a conflict of interest in judging, so it is better to invite teachers from another school that offers the Reflections Program.

Blind Judging

It is important to conduct blind judging—where judges do not see the artists' names—in situations or settings where judges may know a student.

- **Literature:** Distribute photocopies of *only* the front side of each literature entry. However, send the *original* manuscript of each winning entry on to the next level of judging.
- **Musical composition, dance choreography, and film production:** For each arts area, prepare a CD or DVD of all the entries, as well as a list of the entries, using a code for the students' names. Include the grade division, title of work, playing time, and artist statement in the list of entries.
- **Photography and visual arts:** Cover the personal information attached to the artwork by folding the Student Entry Form (see example to the right). If the student has signed the artwork, cover the signature for judging.

2010-2011 STUDENT ENTRY FORM | PTA Reflections Program Theme: "Together we CARE"

Directions: Please type or print clearly in black ink. Use ink that will not bleed through. Complete all of the form items to avoid missing the chance of being judged. Do not write your name or address on the back of the form or on the front of the envelope. Do not use staples or paper clips.

Grade: _____ Grade: _____
Elementary grades 1-2 _____
Middle/Upper grades 3-5 _____
Junior grades 6-12 _____
Visual Arts _____
Music _____
Dance _____
Literature _____
Photography _____
Film _____

REQUIRED INFORMATION

1. Student Name: _____
2. School Name: _____
3. Address: _____
4. City: _____ State: _____ Zip: _____
5. Phone Number: _____
6. Email Address: _____
7. Parent/Guardian Name: _____
8. Parent/Guardian Phone Number: _____
9. Parent/Guardian Email Address: _____
10. Parent/Guardian Signature: _____
11. Date: _____

ARTS AREA

1. Title of Work: _____
2. Description of Work: _____
3. Grade: _____
4. Artist Statement: _____
5. Signature: _____
6. Date: _____

Beyond the local PTA level, blind judging will need to occur only if there is a chance that the judges may know a student. In most situations, judges at the council and district/region levels should be able to use the original materials for judging.

Recognizing Award Recipients

Each unit determines how it will recognize and award participants. Formal award ceremonies, certificates of participation, ribbons, and plaques are some types of recognition. In addition, units may recognize students by publishing photography, visual arts, and literature entries in local newsletters; hosting a Reflections Program exhibit; or creating an online gallery or special publication of award-winning entries.

Displaying Artwork

When displaying student artwork, be sure to protect student information. Whether the artwork is on display in the school, community, or online, National PTA suggests displaying only the following information for each piece of artwork:

- Title of work
- Artist's first name and last initial
- City and state of school
- Arts area and grade division

Do not have the Student Entry Form attached to the back of the artwork in a display setting. No one outside of PTA should have access to student information. Develop a system to easily match and reattach Student Entry Forms to artwork for returning to the student or sending on to the next judging level.

Submitting Entries to the Next Level of Judging

Each state has different regulations on the number of entries a unit may submit to the next level of judging. Please check with your state PTA for this number, as well as the deadline, mailing address, and any additional requirements for sending entries to the next level of judging.

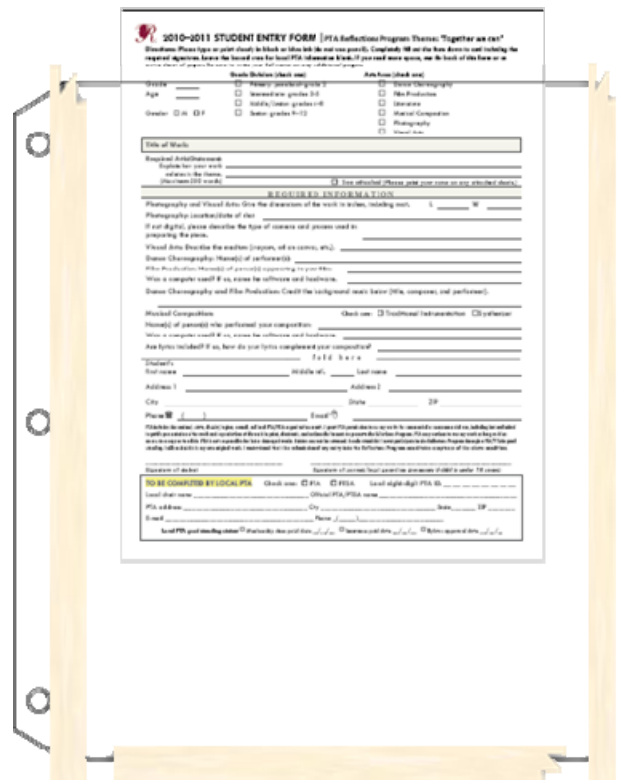
All entries must be submitted in the appropriate format, as described below and specified by the state PTA office.

Literature entries: Send the original and two copies of each literature entry. Paperclip the duplicate copies of the entry to the original. The student’s name should be written on the back of each page of the original and the copies. Submit the entry in a manila file folder with the Student Entry Form stapled to the back of the folder, or slip the Student Entry Form, original, and two copies into a clear sheet protector. Keep a copy of the entry for your files. Make sure all copies are clearly legible. This may prove difficult when copying handwritten entries. Check all copies before mailing them to the next level of judging.

Musical composition entries: Send each musical composition entry—the CD in a plastic or cardboard container and, if applicable, the score—in its own large envelope with the Student Entry Form in a clear sheet protector secured to the outside of the envelope. Any musical composition entries that include a score should have the student’s name written on the back of each page of the score. Keep a copy of the score and CD for your files.

Dance choreography and film production entries: Send each dance choreography and film production entry—the CD or DVD in a plastic or cardboard container—in its own large envelope with the Student Entry Form in a clear sheet protector secured to the outside of the envelope. Keep a copy of the CD/DVD for your files. All dance choreography and film production entries must be saved as a file on the CD/DVD, not as a CD/DVD movie.

Photography and visual arts entries: Please contact your state PTA office for its rules and procedures for submitting photography and visual arts entries.



Please do not staple, tape, glue, or otherwise affix Student Entry Forms directly to an envelope or a piece of artwork. Place the form in a clear sheet protector and attach the sheet protector to the envelope or artwork.

When sending entries to the next level of judging, use a service that allows you to track and confirm receipt of entries from your end.

Submitting Required Forms

With the entries moving to the next level of judging, all units are required to submit:

- The appropriate PTA Participation Form (local, council, or district/region). All information is mandatory.
- A completed and signed original Student Entry Form for each entry, including the required artist statement in the space designated or on a separate page attached and identified with the student name.

PTA Participation Form

National PTA requires each state to track the number of PTAs that participated and the total number of works entered in the state's program.

Therefore, all units are required to submit a participation form to the next level of judging along with their winning artwork. There are forms for local, council, and district/region PTAs. (Contact your state PTA office or go to PTAreflections.org to access the forms.)

Please keep copies of all forms for your records.

Keeping Records

Keep copies of Student Entry Forms for PTA records. It is recommended that you document and make copies of all materials mailed to the next level of judging. File that information in the PTA office so that there is a comprehensive log of all artwork submitted to the next level of judging. Also keep a detailed record of all artwork being displayed in your community and returned to students. Again, file the information in the PTA office so that there is more than one person or group of people privy to this information.

2010–2011 PTA Reflections Program

“Together We Can”

Submission Checklist

This checklist is for use in preparing your unit’s Reflections Program packet for submission to the next level of judging. Please keep this list for your records.

If your packet is not complete, it may be disqualified.

- Confirmed that you are a PTA/PTSA in good standing.

Forms

Student Entry Forms completely filled out, including:

- PTA ID number (found in upper left corner of PTA mailing labels)
- Original signatures of student and, if student is under 18, parent/guardian
- Required Artist Statement
- Original Student Entry Forms for all entries included in packet
- Appropriate PTA Participation Form completely filled out and included in packet**
- Made copies of Student Entry Forms (including attached artist statements) for PTA files

Literature Entries

- Student’s name written clearly on the back of each page, or if a picture book, the student’s name included somewhere on the entry
- One original and two copies of each entry provided
- Each entry in a manila file folder with the Student Entry Form stapled to the back of the folder, or each entry placed in a clear sheet protector

Musical Composition Entries

- Each CD packed in a plastic or cardboard container (CD and container both identified with the student’s name, grade division, state, and year) and placed in a manila envelope
- Scores included for middle/junior and senior entries, with student’s name written clearly on the back of each page

- Student Entry Form in a clear sheet protector attached to the outside of each envelope

Dance Choreography Entries

- Each CD or DVD packed in a plastic or cardboard container (CD/DVD and container both identified with the student's name, grade division, state, and year) and placed in a manila envelope

- Student Entry Form in a clear sheet protector attached to the outside of each envelope

Film Production Entries

- Each CD or DVD packed in a plastic or cardboard container (CD/DVD and container both identified with the student's name, grade division, state, and year) and placed in a manila envelope

- Student Entry Form in a clear sheet protector attached to the outside of each envelope

Photography Entries

- Submitted according to state instructions
- Student Entry Form in a clear sheet protector attached to the back of the artwork

Visual Arts Entries

- Submitted according to state instructions
- Student Entry Form in a clear sheet protector attached to the back of the artwork

Met deadline: _____

Packet sent to: _____

Phone: _____ E-mail: _____

Tracking information: _____

Confirmation of delivery: _____ Date: _____

(Please contact your state PTA office for deadlines and contact information for the next level of judging.)

Announcing National Award Recipients

State PTA presidents and state arts chairs will receive a list of the national award recipients in May. It is the responsibility of the state to contact students who have received national recognition, with the exception of national Outstanding Interpretation Award recipients. The National PTA office notifies the Outstanding Interpretation Award recipients. National awards and certificates are mailed to students after the National PTA Convention, by the end of July.

National PTA Artwork Return Policy

National award-winning entries are featured in the online national PTA Reflections Program Gallery.

Visual artworks and photographs that receive national awards will not be returned until January 2012 (following completion of the gallery) or until officially released by the National PTA office. In some cases, artwork is displayed in other shows and exhibits. Please notify all students and parents that the national office tries its best to return artwork to students within the above-mentioned time frame; however, if the artwork is being used to promote the Reflections Program, it may not be returned until a later date. The National PTA office will inform all national award recipients and their parents of any outside exhibits or showings of the Reflections Program national award-winning entries.

The National PTA office does not return literature, musical composition, dance choreography, or film production entries submitted to the national level of judging.

State PTA Artwork Return Policy

Please check with your state PTA office for its policy on returning artwork. Each state is responsible for returning artwork to participants as its policy specifies.

In case the family did not keep a personal copy, and for unit files, it is suggested that you make copies of any literature, musical composition, dance choreography, and film production entries submitted to the next level of judging.

Originality

All entries into the Reflections Program must be new pieces of artwork inspired by the current year's theme and created expressly for the program. Artwork produced before the dissemination of the theme or created and used for another competition or program may not be submitted.

Each entry must be the original work of one student only. An adult may not alter the creative integrity of a student's work. Because the program is designed to encourage and recognize each student's individual creativity, help from an adult or collaboration with other students is not allowed. Only one student may be recognized as the award recipient for each entry. Other individuals may appear in or perform a student's work, but the work itself—the dance choreography or film production (including screenplay, camerawork, and directing) or musical composition (including written score and any lyrics), etc.—must be the creative product of one student only. (See the specific arts area rules for details.)

Use of copyrighted material is prohibited in the literature, musical composition, visual arts, and photography categories. This includes the use of copyrighted cartoon characters or other such material.

Examples of copyrighted materials:

- Cartoon characters from television, videos, and comic books are copyrighted. Even if the character is in a new setting, the character itself is copyrighted and is not to be used.
- Copyrighted material from the Internet is not to be used.
- Advertisements and advertising ideas from print, film, TV, or radio are not to be used.
- Using a musical theme from an existing copyrighted composition (printed music) is not acceptable.
- Copyrighted recorded music is not to be used.
- Copyrighted photographs, especially from print media, are not to be used.
- Copyrighted photographs or stock photography may not be used as a subject for any visual arts entries.

Use of copyrighted music in dance choreography and film production entries is acceptable. The title, composer, and performer of any music used must be credited and documented on the Student Entry Form. Use of any other copyrighted material is prohibited.

Misuse of the above materials constitutes plagiarism—taking and using another’s ideas, words, or inventions as one’s own.

Please note: Photographs, visual artworks, and films may include public places, well-known products, trademarks, or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

Visual arts collages may include portions of existing copyrighted works, such as photographs, magazine clippings, Internet images, and type cut out of a newspaper, as long as those portions of copyrighted works are used to create a completely new and different work of art. A collage should be judged for its whole, not by its parts, and whether the resulting work stands as a creative, *original* work of art on its own.

Plagiarized and Resubmitted Entries

Occasionally, entries submitted to the Reflections Program are ineligible. Two of the most common reasons for declaring an entry ineligible are plagiarism and resubmission. The Reflections Program rules define plagiarism as taking and using another person’s ideas, writings, or inventions as one’s own. The rules also state that only new pieces of artwork **inspired by the theme** are acceptable. If a student submits an entry that was created and submitted the previous year, it is ineligible because all artwork needs to express the current year’s theme. Recommended procedures for dealing with both plagiarized and resubmitted entries follow.

Most pieces that have been plagiarized fall in the visual arts category; however, the other categories are vulnerable as well. When students use another artist’s work to gain recognition from PTA, a remedy is needed to protect the integrity of the program.

Here's what you can do to maintain the Reflections Program's integrity:

- Assume that there will be entries that are not original.
- Institute a process to confirm originality.
- Alert judges to the possibility that some pieces might not be original.
- Seek judges' guidance for determining originality if a piece is questionable.
- Check questionable entries via the Internet. Google is a great tool. For example, if the submitted visual arts entry or photograph is of a famous person, type in that person's name and search listed websites to see if the image is from a book cover or a collection of published photos.

The discovery that an artwork is ineligible can be very disappointing. The rules clearly state that plagiarized entries should be disqualified and returned to the student. All levels of the program—local, council, district/region, state, and national—need to be unified in their efforts to deal with this issue. The following are necessary procedures for managing a plagiarized or resubmitted work:

- At the level of discovery, return the piece to the student and let the student know why the piece has been disqualified. If the piece is discovered at the council, district/region, state, or national level, the arts chair at that level will notify the local arts chair that the submitted piece is ineligible and then return it to the student.
- If judging has already occurred at the level of discovery, have the level-of-discovery arts chair (and prior-level arts chair, if applicable) determine if awards (including award money, pins, certificates, etc.) should be returned.
- If judging has not occurred at the level of discovery, have the prior-level arts chair determine if the award should be returned (if applicable).
- If it is not too late, identify another piece for recognition and forward that piece to the next level.

The arts chair and local unit will need to work with the student and the student's family to help the student understand the seriousness of copying someone else's work and claiming it as their own. School counselors or teachers might also be able to provide assistance in helping the student deal with the discovery and the consequences.