



MEMO

TO: State PTA Reflections Chairs, State PTA Presidents, State PTA Offices

FROM: Erin Hart, Director of Strategic Alliances, Partnerships and Programs, National PTA

RE: PTA Reflections Program – Student Entry Form

CC: PTA Reflections Committee
Chuck Saylor, President; Betsy Landers, President-Elect; Teresa Williams, Secretary-Treasurer
Mishaela Duran, Interim Executive Director

DATE: December 2, 2010

State PTA Reflections Chairs, State PTA Presidents, and State PTA Offices:

National PTA has received feedback from state PTAs, local PTAs, and parents in regard to the Student Entry Form that is currently being used for the Reflections Program. Comments were received requesting that the student creating the artwork be allowed to retain the copyright of his or her submission.

Hearing these concerns, we have worked with the National PTA Officers, the National Reflections Committee, legal counsel, and staff to revise the Student Entry Form (see language below). The revision will allow the student to retain the copyright to his or her artwork and PTA to use the artwork to support the Reflections Program. In an effort to be completely transparent, please find a summary of the language from the old form and the revised form below:

- **Student Entry Form (see attached):**
 - **Old Form:** I assign to National PTA copyright in my works submitted for the Reflections Program.
 - **Revised Form:** I grant to National PTA an irrevocable, unlimited license to display, copy, sell, sublicense, publish, and create and sell derivative works from, my work submitted for the Reflections Program.
 - **What This Change Means:** The student will retain his/her copyright of the submitted artwork and PTA (local, regional, district, state, national) will have the

ability to use the artwork submitted to promote and support PTA's Reflections Program.

As we discussed this issue with the Reflections Committee and with those that expressed concerns, we believe that this will be a positive solution for all parties involved.

Please ask your local, region, district and council leadership to use the new Student Entry Form going forward. The existing 2010-2011 Student Entry Form should no longer be used.

We understand that many students have already submitted their Student Entry Forms, and that it would be unreasonable to ask them to submit a new form. To address this, please find the **Student Letter** attached to this email. This letter allows the new language in the revised Student Entry Form to apply to all students that have already submitted a Student Entry Form. They do NOT need to submit a new form. Instead, please share the letter with them to ensure that they will be aware that they will retain the copyright of their artwork. You may share it via email, mail or web site. Please choose the most effective method for your use.

Below are some frequently asked questions that may address any concerns that you might have about this change and how to use the Student Entry Form going forward. If you have any other questions, please feel free to contact National PTA at Reflections@pta.org or by phone at 800.307.4PTA (4782).

FREQUENTLY ASKED QUESTIONS

What does this change mean?

1. The student will retain his/her copyright of the submitted artwork.
2. PTA (local, regional, district, state, national) will have the ability to use the artwork submitted to promote and support PTA's Reflections Program.

Why the change?

The form was changed to ensure that the student creating the artwork will retain the copyright of his or her artwork.

What Should I Do With This Information?

Please ask your local, region, district and council PTA leadership to use the new Student Entry Form and share the Student Letter with the students who have already submitted a Student Entry Form.

You might consider sending out a special e-blast, posting the new document on your web site, or announcing this at upcoming meetings. Please feel free to use the method that works best for your state PTA.

What should I tell students that have already submitted a Student Entry Form?

Please share the Student Letter with them via email, mail or web site to ensure they know they still retain ownership of their artwork submitted.

Does a student need to fill out the new Student Entry Form if he or she has already submitted a Student Entry Form?

No, a student does not need to complete the revised form. Please share the Student Letter with the students that have already applied so they are aware that they will retain the copyright of their artwork.

Should we use the existing (old) Student Entry Form?

No. Please begin using the revised Student Entry Form attached to this email beginning immediately.

Can we modify the old or revised Student Entry Form (e.g. cross things out) or instruct our Reflections participants to not sign the form?

No, please do not modify the forms. A Student Entry Form that is not signed cannot be submitted.

- If a student has not submitted a Student Entry Form yet, please ask them to use the revised form.
- If a student has already submitted a Student Entry Form, please share the Student Letter with them.

Who does this apply to?

Any student that has or will submit an entry for Reflections from the 2010-2011 program year and beyond.

Who will own the copyright to the artwork now?

The student will retain the copyright to his or her artwork.

How will National PTA plan to use the student artwork?

National PTA may share the artwork online (www.ptareflections.org), celebrate the national winners and their submissions at the National PTA Convention and Exhibition in June each year, use the images on items in the PTA Store

(<http://www.totalpromote.com/pta/reflections/reflections.htm>), or host a public exhibit of the artwork, among other activities.

Can local, region, district, council or state PTAs use the student's artwork with this new provision?

Yes. Any PTA affiliated with National PTA is allowed to use the artwork to promote the Reflections Program.

Will the Student Entry Form change next year?

National PTA does not anticipate any major changes will be made to the form in the short term, however, the Reflections Committee may consider changes if any other feedback is received.