

Dear Reflections Leaders,

As you are all aware, National PTA Reflections is working diligently to improve efficiencies within the Reflections Program and to streamline processes involved with the administration and adjudication of the hundreds of thousands of entries received each year. Our primary purpose in doing so is to free all of our Reflections leaders across the country and abroad from time consuming, expensive, and often inefficient administrative work so that, together, we can serve more children. As part of this process, and at the recommendation of PTA Reflections leadership, we want to leverage existing and free technological advancements that will allow leaders to reallocate their time and resources to children and to program activities that are at the core of successfully growing Reflections participation.

One step that will save us many hours, expenses and resources is requesting that digital submissions be submitted in the same format. This year, we ask that dance choreography and film production entries be saved to CD or DVD in **.flv format**, which is the only format that will upload to the PTA Reflections online gallery. Free software exists that easily converts a file of almost any kind to the **.flv format**. To familiarize our leadership with the process of saving files in the **.flv format**, National PTA will develop a webinar training module to be available in August. The module will provide a link to the software that is available at no charge for both PC and MAC computers. It will also include a step by step demonstration on how to save a video file in .flv format. We will provide a link to the module as soon as it is completed, and we encourage you to use it and to share it with all area and local PTA units, as well as families who may be interested in this resource.

Even though our preference is to receive all dance composition and film production entries in the **.flv format**, the National PTA Board wants us to assure you that we will accept these submissions in other file formats this year if a file cannot be converted. National PTA will support all children who want to participate in the Reflections Program and will stand ready to assist those who need special consideration. As a special incentive, the states that are able to submit 100% of their Dance and Film files in the **.FLV format** will be entered into a raffle to win prizes, including a 60" flat screen TV.

Thank you so much for all you are doing to make this Reflections year our best ever. The arts and our children are worth it!

Sincerely,

Jane Coyne

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