

Advertising Events & Deadlines at Encinal 2007-2008

There are several ways to advertise your event or deadline at Encinal. Particulars for each are below. *Please be respectful of others' time by noting the submission criteria for your chosen vehicle(s) and providing all necessary information in advance of the deadline.*

Newsletter The Encinal newsletter is distributed via email to subscribers. *The deadline for submitting articles is Wednesday at 12:00 noon* (published the following Sunday morning, submit to newsletter@encinalpto.com). An article may run for only two weeks prior to the event or deadline, though the date of the event or deadline may be included in the "Looking Ahead" section of the newsletter up to four weeks prior. Additional newsletter guidelines can be found on the Flyers page of the Encinal PTO website.

Flyers Flyers with more detailed information, graphics, et cetera may be "linked" to the newsletter article, and posted to the PTO website. Hardcopies of the flyers may also be distributed to students with prior approval by the PTO VP Elizabeth Katz, though flyers which are not specifically used for signing up (e.g. hot lunch, volleyball, book fair gift certificates) are not encouraged. *Flyers must be sent electronically as a MS Word or pdf document to Elizabeth Katz by Tuesday at 12:00 noon* (published the following Sunday morning, hardcopy distribution, if applicable, Monday, submit to el_katz@yahoo.com). Additional flyer guidelines can be found on the Flyers page of the Encinal PTO website.

Mid-Week Reminders Mid-week reminders are distributed via email to newsletter subscribers for *previously* advertised events or deadlines only. To minimize email overload, these announcements should be used only if truly necessary. *A request for a mid-week reminder should be made by Monday of the week of the event or deadline* to the PTO VP Elizabeth Katz (Wednesday or Thursday publication date, el_katz@yahoo.com).

Banners The Graphics committee creates banners for display at the front of the school. *Requests should be submitted one week prior to the requested display date* to Angie Farned (angiefarned@sbcglobal.net).

ENTV *Submissions for ENTV announcements should be submitted by 3:00 p.m. the day prior to the broadcast* to Gail Bradley (gbradley@mpcsd.org). If kids other than the usual announcers are going to be making the announcement, they need to clear the script with Gail the day before. Generally, an announcement via ENTV is most effective the day before an event or deadline, and they should be as short as possible

HRP Emails Under special circumstances, the HRP's can be asked to send an email to their class. Generally these should be kept to a minimum since these lists are meant to help the parents in a class communicate and there are other communication vehicles available with adequate planning. An exception would be communication to one grade level only. *The request for a HRP announcement should be sent several days prior to the event or deadline* to HRP Coordinator Debi Rice (debirice@earthlink.net).

Questions? Contact Jane Baran at jane@baran.com or 327-6337