

Oak Knoll PTO Newsletter Submission and Flyer Distribution Guidelines

The Oak Knoll PTO Newsletter, The Otter Weekly, is published weekly and sent via e-mail to families with children enrolled at Oak Knoll School, to Oak Knoll teachers and staff, and to other Menlo Park City School District (MPCSD) members.

The goals of the weekly newsletter are to:

- 1) provide current and useful school news to Oak Knoll families while minimizing the cost to the PTO and reducing the redundancy of information; and
- 2) consolidate flyers into the newsletter as announcements which are designed to be the primary source of information about current school and PTO events, weekly schedules, reminders, and announcements.

While content comes from many sources, the PTO pays for the e-mail marketing service and determines content and distribution guidelines with the MPCSD. The following guidelines clarify the process for submitting announcements to the Otter Weekly, posting information on the Oak Knoll PTO web site, and distributing electronic and paper flyers. See below for Oak Knoll contact information.

General Guidelines for Submitting Announcements

- Submissions must be made to the Oak Knoll Newsletter Editor no **later than Wednesday noon prior to the week of distribution.**
- A draft version of the newsletter is emailed on Thursday or Friday to the PTO President, the PTO Vice President, the PTO Communications Chair, the Principal and Vice Principal, the Oak Knoll Website Manager and a member of the Oak Knoll front office for editing and review. The PTO Communications Chair is responsible for the most thorough review of the draft newsletter.
- As a general rule, the newsletter is emailed to the entire community on Sunday evening of each week.
- All announcements should be no more than four sentences in length and may be edited as needed.
- All announcements from outside organizations will be placed in the Community Corner section of each newsletter and will run for no more than two weeks, unless the PTO Communications Chair gives specific approval for a longer run.
- Notices that reflect a political or religious stance will not be published.
- Flyers are being phased out. See below for further information regarding flyers.

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Electronic and Paper Flyer Submission Guidelines

Because of the e-mail/on-line format of the weekly newsletter, paper flyers are not distributed to every student each week. The PTO encourages electronic flyers which can be linked to the newsletter or posted on the Oak Knoll website (the latter is an option only for internal organizations and committees).

The scenarios in which a paper flyer distributed to all students might be warranted are rare, and could include a registration form that must be completed and returned to school (e.g., Fall Fiesta or Otter Run registration form), or information for a one-time major event or activity (e.g., Sponsor-A-Book's annual letter home). Anyone considering a paper flyer should contact the PTO Communications Chair to discuss the situation. No paper flyers will be distributed or made available in the school office without PTO approval.

The following are guidelines for submitting electronic flyers and links, and for placing paper copies of flyers in the Oak Knoll office.

- **Outside organizations** may provide a URL to a web page, subject to approval by the Oak Knoll Website Manager and the PTO Communications Chair. The URL must be sent to the Newsletter Editor and Website Manager no later than Wednesday noon prior to the week of distribution.
- **Internal committees and organizations** may provide a URL to a web page or request a link to an electronic flyer posted on the Oak Knoll website. The URL or flyer (in electronic form) must be sent to the Newsletter Editor and Website Manager no later than Wednesday noon prior to the week of distribution. The Website Manager will review all links and electronic flyers and contact the PTO Communications Chair with any issues or concerns.
- Links that need further review to determine suitability may be escalated to any of the following: Oak Knoll PTO President, Oak Knoll PTO Vice President, Principal or Vice Principal at Oak Knoll School, or the MPCSD Executive Assistant.
- Upon request, the PTO Communications Chair may approve a limited number of hard copies of flyers to be placed in the Oak Knoll school office for interested parties to pick up. The PTO Communications Chair needs to review any flyer that will be placed in the office. If approved, the corresponding announcement in the PTO News should state that flyers are available in the school office for pick up by interested students and parents.
- If a flyer is approved for the office, the committee or organization should deliver 20 copies of the flyer to the Oak Knoll School office no later than Friday at noon prior to the distribution date.
- At the PTO's discretion, extra copies of "expired" flyers will be pulled from the office and recycled.

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District Mailing and Summer Programs

The PTO has separate policies regarding submissions for the District mailing prior to the start of school and for summer programs. Please contact the Oak Knoll PTO President if your announcement relates to one of these areas.

Contact Information for 2009-10

<u>Oak Knoll PTO President:</u>	Phil Ekedahl	philekedahl@mac.com
<u>Oak Knoll PTO Communications Chair:</u>	Karen Wang	karen@kleewang.com
<u>Oak Knoll PTO Newsletter Editors:</u>	Betsy Muhler Alexis Murphy	newsletter@oakknollschoo.com
<u>Oak Knoll Website Manager:</u>	Karen Wang	karen@kleewang.com
<u>Other Contacts:</u>		
David Ackerman, Principal	854-4433	dackerman@mpcsd.org
Carol Metzler, MPCSD Executive Assistant	321-7140	cmetzler@mpcsd.org

Oak Knoll PTO Website: <http://www.oakknollpto.org>