

STEELE STALLION PRESS SUBMISSION GUIDELINES 2016-17

The Steele Stallion Press is a weekly email newsletter published to keep Steele families and staff informed of upcoming events and school news. The newsletter is published **Friday** mornings and consists of three sections: Principal, School, and PTA News.

To submit information to this newsletter, send it in edited, final-draft format to the appropriate person from the list below by 5 PM on **Wednesdays**:

- PTA News - SteeleCommunication@gmail.com
- School News - melissa_nawrocki@dpsk12.org

Information should be presented in a concise form, 140 words or less, as most parents are likely reading on their phone. The editors may shorten submissions for length and style without further approval. If a submission does not include basic logistical information it may not be published in the Stallion Press for that week.

Editors, in consultation with the Communications Committee Chair and Steele Principal, will select which items to include in the newsletter based on the following principles:

- Items that are generally published include:
 - Items pertinent to activities at Steele, such as health office, library, and specials class news, after school activities and enrichment, school garden, and Student Council activities.
 - PTA news including social programming, fundraising, volunteer opportunities, meetings and parent educational opportunities.
 - Community events or information with links to Steele, Merrill or South (our neighborhood schools). Items with links to other DPS schools may be included at the discretion of the editors.
 - Items related to Denver Public Schools programs or charities.
- Items that cannot be published due to lack of space include:
 - Information about Scouts or clubs hosted outside Steele
 - Community events unrelated to neighborhood schools
 - Individual child or family fundraisers

Please include the following information when submitting items for the newsletter. Your submission does not have to be formatted like below but should include:

What: Name of event or program

When: Date and times. Be sure to include an end time if applicable.

Who: Audience (i.e., who's invited?) OK to bring kids? Will childcare be provided?

Where: Location, including room number/name

Why: What's the purpose of the event? If it's fundraising, for whom or for what program are you raising money?

How: Do attendees need to register? Bring anything? Is there a fee?

Graphics (if applicable): Flyer or form graphics should be submitted as a PDF. Logos and photos should be submitted as JPEG files.

Web Links (if applicable): A web address that readers can visit for additional information or graphics

*For brief news items to share urgent corrections and important time-sensitive information, the Press editors will send out an **Extra**. These are used rarely so that they get attention! Extras should not be used to announce things that will happen or require action after the next edition of the weekly Press. Contact the appropriate person above to request an Extra.*

For questions about PTA News submissions, please email Jim Grimes at steelecommunication@gmail.com.

For all other questions, please email Cynthia Swanson and Jessica Meehan at steelestallionpress@gmail.com.

Updated 3/8/18

