

## STEELE STALLION PRESS SUBMISSION GUIDELINES 2018-19

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**The Steele Stallion Press** is a weekly email newsletter published to inform Steele families and staff of upcoming events and school news. The newsletter is published **Friday** mornings and consists of three sections: a Principal letter, School news, 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](mailto:SteeleCommunication@gmail.com)
- School News - [melissa\\_nawrocki@dpsk12.org](mailto:melissa_nawrocki@dpsk12.org)

*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.*

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.

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

- Items that are generally published include:
  - School news 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.
- 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:

**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

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

**Graphics** (if applicable): Documents should be in PDF format. Logos and photos should be in JPEG format.

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

For questions about PTA news submissions, please email Jim Grimes at [steelecommunication@gmail.com](mailto:steelecommunication@gmail.com).

For all other questions, please email Jessica Meehan and Sarah Belstock at [steelestallionpress@gmail.com](mailto:steelestallionpress@gmail.com).

Updated 8/18

