



## Guidelines for PTA communications and publicity

### Bulletin:

- Bulletin submissions should be sent via email to **hastings\_news@yahoo.com** or placed in the red Bulletin folder in the Main Office. The deadline is **Wednesday at noon.**
- Only notices for school related or town public events (e.g. Cary library, LEF events) are accepted.
- Every family gets one a Friday bulletin and it is the **primary** vehicle for PR and PTA communications.
- We would like to publish the bulletin on 1 sheet of paper so keep your submissions brief.
- If your item is in the bulletin, there is no need to send out separate paper notices. Instead of piling parents with reminders but let's give them the responsibility to be informed [and save some trees!]
- Items on the yahoo calendar ([http://calendar.yahoo.com/hastings\\_news](http://calendar.yahoo.com/hastings_news)) will be entered in the calendar section of the Friday bulletin.
- Note that the bulletin is posted on the website (<http://hastings.lexingtonma.org/>) and is therefore publicly accessible on the internet. For privacy and safety, please do not put children's names in your submissions. Committee heads may also choose not to list their contact information since this information is already in the school directory.

### Listserv:

- To post a message send email to **hastingsweb@yahoo.com**.
- Note that listserv subscribers also get their bulletin electronically on Fridays so there is no need to send out a separate notice over the listserv if your item is already in the bulletin.
- Use the listserv for mid-week reminders or last-minute appeals for volunteers only.
- We believe that one email reminder sent out during the week of the event or meeting is sufficient. As with paper notice, we don't want overwhelm parents with email reminders.

### Guidelines for submissions to the Bulletin and listserv:

- All announcements should pertain to the **entire** Hastings community. (e.g. no room or grade specific announcements)
- Messages from LPS should be authorized by and come from the principal.
- No ads/messages for organizations not affiliated w/ LPS schools.
- Announcements of fine arts performances only if they are related to LPS.
- Announcements about public Lexington town meetings that have direct bearing on the Hastings community (e.g. School Committee, Board of Selectmen) are acceptable.
- No political endorsements or messages.

## **Flyers:**

- All flyers, including 'traditional' Hastings events such as the Halloween party, must be approved by the office since the wording may change from year to year.
- Outside non-commercial notices have to be approved by the superintendent for distribution. Flyers should be copied by that outside group.
- Flyers cannot go on the doors. They may be placed on the windows next to the entrance doors.  
According to the Fire Department, there should not be any paper within 5 feet of the doors.
- Please remove your flyers **immediately** after your event/meeting is over.

## **Calendar:**

- The Hastings calendar is online at: <http://calendar.yahoo.com/hastingsweb>
- To submit an entry to the online calendar, send email to [hastings\\_news@yahoo.com](mailto:hastings_news@yahoo.com)
- Only entries for school related or town public events are accepted.

## **Copying:**

- The PTA has bought its own supply of paper (pale purple) and the office will make your copies if you give them a few days' notice. This is more cost-effective than going to a commercial copying service.