

Submission Guidelines

Oak Knoll School electronic messaging & paper flyers

Statement of Purpose

The Otter Weekly (electronic newsletter) 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: 1) to 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) to 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 placing announcements in the Oak Knoll PTO News, posting information on the Oak Knoll PTO web site, and placing web links. See below for Oak Knoll contact information.

General Guidelines for Submitting Announcements

- Submissions should be sent to newsletter@oakknollschool.com.
- 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- Notices that reflect a political or religious stance will not be published.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.

Flyer Submissions

In an effort to be more environmentally conscious, 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., Book Fair, Noteworthy Art). **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 link will appear at the end of the corresponding announcement in the newsletter. 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. In either case, the link will appear at the end of the corresponding announcement in the newsletter. 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.

