

La Entrada PTA Online Newsletter

Leopard's Spot Policy

Revised October 2010

Goal:

The newsletter serves as the primary communication tool for the PTA. It's goal is to keep parents and families up to date on important happenings at La Entrada School. The content will consist primarily of information having to do with school, PTA, Las Lomitas League, the Foundation, and District activities and news. From time to time, we may also include information from the community in accordance with these published guidelines.

Distribution:

The newsletter is emailed to all subscribers no later than every Monday morning throughout the school year except for vacations and after some long weekends. If there is Monday holiday, the newsletter will be mailed on Tuesday morning. The newsletter is also available online at <http://www.laentradapt.org/>.

Subscriptions:

To subscribe to the newsletter go to <http://www.laentradapt.org/>. If a family does not have access to email they can fill out a form in the office and a printed copy will be sent home with that student. Extra copies of the newsletter are available in the office.

How to Submit an Item:

- Email any item for submission by **12 noon on the Wednesday prior to the Monday publication date**;
- In the subject line of the email, please include a simple title for your item. For example, "Volleyball Reg. form";
- Send the item to the editors at leopardsspot@llesd.org

Submission Requirements:

- Do NOT send the article as an attachment but in the body of the email: submission sent as Word doc will be rejected;
- Format all the submission in Arial 10 pt black: do not use other colors in your text;
- Do NOT send flyers but provide a link to them;
- Do NOT send pictures but provide a link to them;
- Do NOT embed links in the text but provide them;
- All submissions will be reviewed by the editor for content applicability, length, and grammar, etc. The editor reserves the right to edit articles as needed for readability and length.
- Items in the newsletter should be informational in nature and of interest to the majority of our school community
- Items must be submitted in digital format.
- Community notices for activities such as school open houses, soccer try outs and other such items of general interest will be accepted as follows:
 - Item may be **no longer than 4 lines** in length: longer submissions will be rejected

- Items must define time, place, date and eligibility only. No other promotional terms are allowed.
- Items may run for a maximum of two weeks only.
- Community items may if needed, contain the disclaimer “Not supported by or affiliated with the La Entrada School or the La Entrada PTA”.
- Community items may also reference a web address to click on for further information.
- Notices of a personal, political or editorial nature will not be accepted

Other Requirements:

- Events that occur during the week the newsletter is published will appear in a section titled “This Week”. Dates that are beyond the current week but within three weeks will appear in a section titled “Next Week” or “Save the Date”.
- Only the first name and first initial of a student’s last name will be printed as per the Federal 2001 Children’s Internet Protection Act.
- Personal or business ads are not allowed in any form.

For questions regarding the La Entrada newsletter, please contact the newsletter editor at leopardspot@llesd.org.

For questions regarding the La Entrada website, please contact: <mailto:webmaster@laentradapt.org>