

La Entrada PTA Online Newsletter

Leopard's Spot Policy

Revised October 2011

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 Lomas 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 by 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 to the editors at leopardsspot@llesd.org by **12 noon on the Wednesday prior to the Monday publication date;**

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;
- In the subject line of the email, please include the section in which you wish your item to be placed (see below for the list of our regular sections); for example, the subject may read "PTA News";
- Format all the submission in Arial 10 pt black: do not use other colors in your text;
- Clearly indicate the title of your submission;
- 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.

Sections:

- Calendar: 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”.
- PTA News
- From the Principal
- From the Assistant Principal
- School News
- Foundation News
- League News
- District News
- School Board News
- Sequoia Union High School District News
- Community News
 - Community notices from **non-profit organization** 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 also reference a web address to click on for further information.
 - Notices of a personal, political or editorial nature will not be accepted
- Business Sponsors News
 - For-profit businesses will have the opportunity to place an item in this section for a fee.
 - Only items from kids oriented businesses will be accepted.
 - The first item of this section will read: “Kepler's Bookstore - Remember to mention La Entrada at the register and Kepler's donates 10% back to our school. Please check the website www.keplers.com for upcoming events.”
 - The Las Lomas Education Foundation manages the Business Sponsors News section: please email businessdonorprogram@llef.org for more information.

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

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