

La Entrada PTA Online Newsletter

Leopard's Spot Policy

Revised February 11, 2009

Goal:

The newsletter serves as the primary communication tool for the PTA. Its 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, La Entrada 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 using the quicklinks at www.laentrada.org.

Subscriptions:

To subscribe to the newsletter go to www.laentrada.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.

Submission Requirements:

- 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.
- Only the first name and first initial of a student's last name should be included in the article as per the Federal 2001 Children's Internet Protection Act.
- 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.
- Items may include a link to a website or flier. A link will be established and added to the item so readers can click on the link to access fliers as they are reading the newsletter.
- 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.
 - 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".
 - Full page community fliers can be placed in the school office with a note in the newsletter to refer those interested to the office. 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 at La Entrada”. Dates that are beyond the current week but within three weeks will appear in a section titled “Upcoming Events”.
- PTA Committees submitting fliers for the newsletter or website must include the following: “Outreach is available for this activity. Please contact Larry Thomas, Principal at 854-3962 for more information”.
- PTA events that solicit funds for participation should also include:
I am enclosing an additional \$ _____ to support La Entrada PTA activities so that all families may participate.
- Personal or business ads are not allowed in any form.

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”.
- Without a flier: Send the item to the editors at leopardspot@llesd.org
- With a flier: Send the item with the flier as an attachment to both Jenny Pont at leopardspot@llesd.org **AND** to Suzanne Mitchell at: smitchell@llesd.k12.ca.us

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: Suzanne Mitchell, Director of Technology, Las Lomas School District.