

## Pine-Richland School District - eNews Process FAQs

For PRSD School Buildings and Parent Organizations

### **Where Do I Submit Information for eNews and What is the Deadline?**

Submit information to eNews editor Jill Gruber at [prnewsletters@pinerichland.org](mailto:prnewsletters@pinerichland.org). The deadline to submit information is 8 a.m. on Wednesdays. If you cannot meet the deadline, email the editor before 8 a.m. on Wednesday what you will be submitting and when you will send me the final info. Then, please meet that commitment.

*Before submitting, the event/activity must be approved by the building principal. Additionally, if facilities are being used, a [facilities request](#) must be submitted and approved.*

### **When Will I Hear Back after Information is Submitted?**

The eNews editor will reply back to you by Wednesday to let you know what is happening with your submission or with any questions.

### **When Should I Submit Information**

Information should be submitted by 8 a.m. on Wednesdays. It is recommended that information is submitted a minimum of two weeks before the event or the deadline to ensure effective communication.

### **What Information is Needed?**

Email the details including who, what, when, where why, how. There is no need to write an article. However, assume that no one knows anything about this event even if this is an event that happens annually. There are always new families. If you have a flyer, please send. However, before creating a flyer, determine if this is needed. For event registrations, send the registration form in either word or pdf. If using online registration, send the link. For volunteers, use SignUp.com. Your PTO has a coordinator to set this up for you. In your sign up on SignUp.com, go to Invite, then select Get a Shareable Link – send the link that is provided.

### **What happens to your Information after Submitting?**

Unless otherwise specified in your submission, information will be added to the next edition of the Friday Flash and the website (home page and/or calendar). It will be repeated until deadline or event has passed – no need to resubmit unless there is an update. Information will automatically be added to The Week Ahead the Sunday before your deadline and/or event.

### **What if I am not getting responses?**

Let the editor know so that adjustments can be made to the communication. Do not extend deadline until after the original deadline passed. If you believe you will be extending the deadline, *please give the editor advance notice*. Most people respond on or just after a deadline.

### **Can I Request a Special Announcement?**

Work with the editor to determine the best methods for communicating your event. Once your information is provided, the editor can review the information and make recommendations. It's important that we are selective in our use of Special Announcements. Families should be encouraged to rely on and respond to the weekly Friday Flash and the website for all information. If too many emails are sent, people will ignore them; in some instances, people have unsubscribed from receiving all emails from the school....we want to minimize that from occurring.

### **What about Paper, PTO Facebook, etc?**

PRSD is paperless. Families must be confident that all information that they need is included on the website, the Friday Flash, and The Week Ahead. Keep in mind that paper doesn't always make it home, paper gets lost once it's home, and for separate households, both parents are not receiving information. If you insist on paper or other methods, get approval from principal (if paper) and do *in addition to* and *not instead of* various publications of eNews and the website.