

### **PalyLink Publication Guidelines: 2017/2018 School Year**

- The PalyLink is published once a week, every Sunday. Deadline is noon on Thursday.
- Please submit ANNOUNCEMENTS ONLY to the Paly Link at [palylink@paloaltopta.org](mailto:palylink@paloaltopta.org). Only announcements specific to the Paly community will be published. Any other announcements from outside the Paly community must first be submitted for review to the PTA eNews ([enews@paloaltopta.org](mailto:enews@paloaltopta.org)), which will then distribute it to the relevant schools in the district.
- Announcements will be limited to 100 words or less.
- Announcements will be published in two consecutive issues. To have further announcements made after that, please submit your announcement again.
- Please use the words "Paly Link" in the subject line. Items should include a title, the date, time and location of the event, and a brief (100 words or less) description of the activity. List email, contact information and web links at the end. Content should be in the body of your email as unformatted text. Attachments subject to approval by the editors

Items are published at the discretion of the editors.

There will be no PalyLink during school breaks.

### **Basic PalyLink Editor Operational Protocols: 2017/18 School Year**

The deadline for submissions is noon on Thursday; publication Sunday morning

PalyLink will not be published during school breaks

The PalyLink will be closed June 2nd and will resume August 10th

The calendar will contain Paly and PTSA activities (parent network and PTSA events)

The booster meetings will be placed under PALY

The parent network meetings will be placed under PTSA

There will be an added section to list all Paly fundraising activities: This includes PTSA, PiE, Rise Up Together, Boosters, Paly Clubs, ASB

Weekly editor will delete items that have already occurred

Weekly editor will send to PTAC all non Paly or PTSA related items to evaluate for publication

Weekly editor will delete duplicate items

The PalyLink Summer Special Edition submission deadline is Thursday, noon on July 20th. This will contain info from Paly and PTSA on back to school events and will be sent before the start of school.

The last PalyLink for the 2016/17 school year will be June 1<sup>st</sup>. The Paly Link and editors will be closed throughout the summer and will resume at the beginning of the 2017/18 school year. The first PalyLink deadline for the start of school year is Thursday August 10<sup>th</sup>.