

## **PalyLink Publication Guidelines: 2018/2019 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 3 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
- Do not add any formatting (*fancy fonts*, *italic*, **color**, underlined, ***special effects***). Send in plain text

Items are published at the discretion of the editors.

There will be no PalyLink during school breaks.

## **Basic PalyLink Editor Operational Protocols: 2018/19 School Year**

- 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