



COMMUNICATIONS

ENN

PURPOSE: TO KEEP AHS COMMUNITY INFORMED OF SCHOOL AND PTSA EVENTS

In the early summer:

1. Identify email addresses of contacts from athletics, the arts, academics, student organizations, and any other sources that might provide input for the newsletter. Create a mailing list in your email software for these people.
2. Come up with your budget, which typically includes only the monthly service charge from our provider, Constant Contact. Note: The monthly fee is based solely on the total number of subscribers, not on the number, length, or type of emails sent.
3. Plan schedule for the entire year—when articles are due, and when you will publish (typically the first and fifteenth of each month).
4. Subscribe to newsletters from other area high schools, from Georgia PTA, North Fulton Council of PTAs, national PTA, Fulton County Schools, legislative commenters, and any other sources of articles you may find.
5. Once everything has been planned for the year, make sure all teachers and PTSA are aware of the deadlines and guidelines.

For each issue, Copy Editor should complete the following:

1. Solicit articles from all contacts. Check the school and PTSA calendars for upcoming and recent events that should be publicized.
2. Solicit articles or materials for all regular features. These include:
 - PTSA calendar from PTSA co-presidents
 - Information from daily announcements.
 - Articles from people on your contact list
 - School calendar from front office
 - Counseling office/college and career center
 - Departmental news (English, Math, Science, Social Studies, Special Ed, etc)
3. Write/edit articles as appropriate.

For each issue, Formatting Editor should complete the following:

1. Complete a second copy edit of the material, for formatting consistency and for length.
2. If there are longer articles, whenever possible, create a “teaser” and then a link to the full article. The web site administrator can post any articles and photos you need to use in a “secret” location on the web site so you can link to them.
3. Enter information into Constant Contact.
4. Get approval for final copy from Communications VP, copy editor, principal, and co-presidents. Also send a courtesy copy to the principal’s secretary. Give reviewers 24 hours to get back to you; if you don’t hear from them, assume approval after 24 hours.