

Highcrest PTO Communications Guidelines:

Frequently Asked Questions

Do you have questions about the new PTO Communications Guidelines? Here are answers to some of our most frequently asked questions.

I want to run something in the Highcrest Headlines. Where do I send it?

All submissions for the *Highcrest Headlines* should be sent to communications@highcrestpto.org. This is a new address created specifically for PTO communications, and it is the **ONLY** email address you should use. Messages to this account are simultaneously forwarded to the VP of PTO Communications and the *Headlines* editor, and they will be acknowledged the same day they are received.

When is the deadline to have something published in the Highcrest Headlines?

All information for that week should be sent to communications@highcrestpto.org by 5:00 p.m. on Monday. Items received after that deadline will appear in the following week's newsletter. The *Headlines* is published every Thursday afternoon.

How do I post something to the Highcrest PTO website?

Send your request to communications@highcrestpto.com, and you will be contacted by the end of the day that it is received. Please do not contact the PTO webmaster directly.

Why can't I just email the editor and webmaster myself?

Our goal is to streamline PTO communications so that we send information to parents in a timely and consistent format. When we receive a publicity request at communications@highcrestpto.org, we also look for additional ways we can maximize our media channels where appropriate. By creating one point of contact for communications, we can make sure to get the word out in the most effective and consistent manner possible.

Can we send information through the room parents?

At this time, we will **not** be asking room parents to send PTO information to parents directly through their classroom email lists. All school-related information will come directly from Dr. Palzet or the grade-level principals, and PTO information will be sent out through the *Headlines* and on the PTO home page. If this policy changes, we will let you know.

How do I contact parents if I need volunteers for my event or committee?

We have several ways to reach parents, but your first step is to send your request to communications@highcrestpto.org as soon as possible before your event or activity. We will reach out to parents through the *Headlines*, but we can also utilize community newspapers and other media, provided we have enough time to do so in advance.

How do I contact PTO Communications?

Email us directly at communications@highcrestpto.org.