



## **Guidelines and Deadlines for PTA eBlast**

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**SUBMISSION DEADLINE for every Thursday's eBlast e-newsletter:  
Monday at 12:00 pm (3 days before the eBlast comes out).**

Please follow these guidelines and email your content to  
cherrychaseptamailer@gmail.com.

**E-Mail address:** [eBlast email](mailto:cherrychaseptamailer@gmail.com)

**E-Mail title: include topic name and target eBlast issue(s)**

(emails that do not meet this criteria will be discarded, please do not use  
reply to older e-mail trails).

**E-Mail body:**

**(1) text for the blurb** (keep it short and to the point)

**(2) target eBlast issue(s) when the blurb should be published**

**(3) attachment with announcement flier**

Please note that it is your responsibility to check the information and  
correct dates in your announcement and get the proper approval prior to  
sending it to us.

For *repeated announcements* send us a reminder by the submission  
deadline and include any desired changes for the previous blurb.

The eBlast is published weekly on Thursdays. Requests for special eBlasts  
on other days must be approved by the PTA president, and will in general  
be infrequent.

## **Frequently Asked Questions about the eBlast**

### ***Is there still a print newsletter?***

No. All news items go into the electronic “Charger eBlast.”

### ***How do I get my item into the Charger eBlast?***

E-mail it to [cherrychaseptamailer@gmail.com](mailto:cherrychaseptamailer@gmail.com).

### ***When is the deadline?***

Monday 12:00 pm, for Thursday publishing.

### ***How long should my item be?***

As short as possible to get the basics across. If you have longer content, we can put it on the website and then include a link in your item to the website (or link to a flier).

### ***What about a headline for my item?***

Be as direct as possible. Parents often scan down the Charger eBlast looking for items that are of interest to them. (Feel free to use a catchy first sentence in the body of the copy, though.)

### ***I want you to link my item to a flier or web page. What should I do?***

Send the flier in a pdf format (file size no larger than 10 MB). For web pages, please provide the URL/web link.

### ***Can you include a small graphic or photo with my item?***

Usually. Please email it as a jpeg. If it is a photo with a child in it, we need to ensure written consent by the parent.

### ***Can you run my item 5 issues in a row?***

Probably not as we're trying to pack a lot of different content in the Charger eBlasts and we do not want content to be stale for our readers. The “plan” is to not duplicate info in back to back issues (except in the calendar section). So please plan ahead for your campaigns.

## **SAMPLE BLURBS**

### **NEW! Fall Art Club (K-2nd grades)**

We are pleased to offer a new Fall Art Club. The theme is *Learning from the Masters*. K - 2nd grade students will paint, draw and sculpt their way through art history as they explore the work and lives of well-known artists. Different artists are studied each session! Students will use a variety of mediums and learn new techniques from CSMA faculty while they create works inspired by the masters! Registration starts August 30.

For full program details, please see [attached flier](#).

### **Plan Now for the Back-to-School Family Picnic**

Mark your calendars for the Back-to-School Family Picnic on Friday, September 6, 2013, from 5:30-7:30 pm.

Grab your blankets/chairs and join us for a night of family fun, games, giant chess, a DJ (how cool is that), meeting our new principal and more. For more info, see the [attached flier](#).