

General Information about the *Hawk Talk*

What is the *Hawk Talk*?

The *Hawk Talk* is a weekly calendar and newsletter that is distributed in the children's Wednesday folders. It consolidates general program information provided by HOPTSA Board Members and Committee Chairs, as well as others in the Highland Oaks school community. HOPTSA volunteers collect and edit the content. The *Hawk Talk* informs the school community about upcoming events, HOPTSA fundraising efforts, and important news.

What are the goals of the *Hawk Talk*?

The *Hawk Talk* attempts to promote all PTSA-related programs and sponsored activities in one place, thereby saving volunteer time and paper. The *Hawk Talk* is intended to be the primary means of communication for HOPTSA.

(When an event needs a response, such as an order form, or requires other information to be returned to an event chair, then that flyer goes through the usual approval process of submission to the principal before distribution.)

How do I use this resource?

1. Prepare a submission trying to include Who, What, When, Where and Why in the first paragraph. (If only a calendar entry is requested, please specify.)
2. Graphics or artwork that will catch a reader's eye are welcome and will be included if space permits.
3. Send to the **HOPTSA President** and **volunteer editor/s** via email.
4. Please try to use email but, if this is not possible, place the submission in the *Hawk Talk* folder in the HOPTSA files in the school office by Friday.
5. **DEADLINE** for submissions by email: **Friday before noon.**

What can I do to make the *Hawk Talk* successful?

Glad you asked!

First, submit EARLY. The deadline is Saturday, but weekend time is precious and it is very helpful to the volunteer editors to have entries early to begin allocating space and formatting the layout during the school week. Submissions can be sent anytime before an event -- just specify on which date(s) you would like the submission included.

Second, submit newsworthy information often. The *Hawk Talk* serves as a calendar and promoter for upcoming events. The *Hawk Talk* focuses on the future and, although it is interesting to have reports about the success of an event soon afterward (i.e., how much money was raised), please do not submit "thank yous" to *Hawk Talk*.

If you would like your event in multiple issues, please try to add variety by preparing different submissions for each week.

Third, volunteer to copy the *Hawk Talk*. After Dr. Anderson approves the newsletter on Monday, the *Hawk Talk* must be copied and placed in the teachers' boxes in their lounge on Tuesday. A sign-up list will be posted at the First Day Coffee and passed around at HOPTSA meetings.

Thank you,
Cheryl Hoelting