

Hawk Talk

Hawk Talk is the weekly newsletter and calendar published by the Highland Oaks Parent Teacher Association ("HOPTSA"). *Hawk Talk* publishes information about upcoming HOPTSA events and important school news. Content is provided by HOPTSA board members, directors, committee chairs, and Highland Oaks administrators. The *Hawk Talk* editor (usually the Vice President of Communications) receives/collects the articles, edits the content and publishes the *Hawk Talk*.

The *Hawk Talk's* goals are:

- To inform the Highland Oaks community of upcoming events
- To promote HOPTSA-related programs and school-sponsored activities
- To increase participation in HOPTSA programs
- To reduce paper usage by consolidating all information in one document
- To conserve HOPTSA volunteer time

How do I use this resource?

- ❖ **Write articles.** The *Hawk Talk* is only as interesting and informative as the information sent in. Please use the *Hawk Talk* to promote upcoming events, request volunteers or provide updates.
- ❖ **Make sure the content is relevant.** The *Hawk Talk* primarily focuses on future events. Updates about the success of past events, however, are also welcome. **Please do not submit articles specifically to thank certain people.** There are so many fabulous volunteers, and names alone could fill an issue. Also, it would add to the burden of officers, directors and chairs to submit names each week. Acknowledgements are made twice a year in the *Hawk Talk* by the HOPTSA President.
- ❖ **Include artwork and graphics to catch the reader's attention.** Using numbers and bullets in the text help get the information across faster than dense paragraphs. Use simple art which will reproduce in black and white cleanly. Use a simple font (e.g. Arial) and limit the font size to 10 for the body of the article.
- ❖ **Submit your articles to Bernadette Manalo-Lew and Rose Wang (cc: Nicole Reed) by noon on Thursday for the article to appear the following week.**
 - Send articles to: dettem@aol.com and rose.wang@baml.com (cc: reednicole314@gmail.com)
 - **Deadline: Thursdays before 12 noon!** Early submissions are really appreciated!

Please review your article for spelling and grammar before submission. Please also make sure the information is correct (date, time, etc). If it is not possible to send an article by email, you can submit a printed copy in the *Hawk Talk* folder in the HOPTSA cabinet. Please call Bernadette at 626 256-8310 to let her know the article is in the folder.

Email/List Serve

For the past 2 years, *Hawk Talk* has primarily been sent via e-mail to families who have subscribed to the HOPTSA email distribution list (or list-serve). For those families not subscribed to the list-serve, paper copies are distributed in the students' Wednesday folders. On occasion, we may send additional information by email/list serve. We try to reserve this resource when time is of the essence (e.g. a previously unadvertised event will take place before the *Hawk Talk* comes out), or when we really want to increase participation in certain events (e.g. fundraising). We do this to avoid redundancy. **All list serve messages need approval from Nicole Reed and Dr. Anderson before they go out!** After approval, please send your message to the List-Serve Chair (amy.workman@owb.com) (cc: dettem@aol.com).

Flyers

A flyer may also be distributed when a HOPTSA event needs a response (i.e. when an order form is required). **Flyers must be submitted to both Nicole Reed and Dr. Anderson for review and approval prior to distribution.** Flyers must have the HOPTSA logo and must be placed in the teachers' boxes before 11:30 am on Tuesday in order to be distributed in that week's Wednesday folder.