

Green Gables PTA Newsletter Procedures 2007-2008

Green Gables PTA publishes two different newsletters for distribution to Green Gables' families.

Once a month, the Gecko Echo is published. All remaining weeks of the month, the Gecko Express is published. Each week one newsletter is sent home in Thursday go-homes. Thursday is typically the only day that the school or PTA will send written information home to parents.

Gecko Echo

The Gecko Echo newsletter is more longer and more detailed than the Express and often has longer articles. We use the Echo to thank and recruit volunteers, report on membership meetings, explain programs in detail, provide a forum for communication from the PTA President(s), and report the results of a program or event.

The PTA board usually decides what articles are needed for the Echo based upon recent events, upcoming programs or upcoming events. Event/Program chairs can also let the Editor know if they have an article for the newsletter. The Editor sends a reminder email to each Chair requesting any articles. The Chairs/board members write the article, not the Editor.

Gecko Express

The Gecko Express is a replacement for separate multiple go-homes. We created the Express to cut down on the amount of paper the teachers were given by the PTA each week to be sent home to parents. The event/program chairs usually request publication of their article or announcement in the Express.

Schedule for newsletter article submission:

- Friday/Monday – PTA board notifies the Editor which articles are needed. The Editor sends an email to board/Chairs reminding them to submit an article or announcement for the newsletter.
- Monday - all articles and announcements must be submitted to the Editor via email.
- Tuesday - the newsletter is created and sent to the President or VP and designated Green Gables staffer for review (Cheryl Johnson).
- Wednesday morning - upon approval, the final newsletter is sent via email or hard copy to newsletter distribution chairperson for copying and collating, so it is put **in the teacher's boxes no later than Wednesday afternoon.**

2007-2008 Newsletter Schedule

Publication Date (Thursday)	Submission Deadline (Monday)	Newsletter Type
September 13	September 10	Express
September 20	September 17	Express
September 27	September 24	Echo
October 4	October 1	Express
October 11	October 8	Express
October 18	October 15	Express
October 25	October 22	Echo
November 8	November 5	Express
November 15	November 12	Express
November 29	November 26	Echo
December 6	December 3	Express
December 13	December 10	Express
January 3 (if needed)	December 19	Express
January 10	January 7	Express
January 17	January 14	Express
January 24	January 21	Echo
January 31	January 28	Express
February 7	February 4	Express
February 14	February 11	Express
February 21	February 18	Echo
February 28	February 25	Express
March 6	March 3	Express
March 20	March 17	Express
March 27	March 24	Echo
April 10	April 7	Express
April 17	April 14	Express
April 24	April 21	Echo
May 1	April 28	Express
May 8	May 5	Express
May 15	May 12	Express
May 22	May 19	Echo
May 29 (if needed)	May 26	Express
June 5	June 2	Express