

As we get ready for the school year, Mt. Lebanon PTA wanted to send you a few helpful tips for submitting flyer requests to publicize your organization's events in PTA newsletters.

All 10 Mt. Lebanon School PTAs include flyers from Mt. Lebanon community organizations, such as the public library, the recreation center, youth sports organizations, etc. as a courtesy to those organizations to help them get the word out about their event, team, etc. and also as a service to our families to let them know what's available for their children.

- **All flyers must have district approval to be included in PTA newsletters.** Please send your flyer inclusion request to Jeanine Szalinski, the administrative assistant to the superintendent, at jszalinski@mtlsd.net. She'll review and approve your request then forward to the Mt. Lebanon Council PTA (the umbrella organization for all Mt. Lebanon PTAs) newsletter coordinator, who will distribute your flyer to all the appropriate PTA newsletter editors.
- **Send your flyer inclusion request at least a month in advance of your event/signup deadline, etc. if you can.** PTAs send their email blasts at different frequencies (ex. some weekly, some bimonthly, etc.) depending on what works best for their school. Sending a little early ensures your flyer will make the deadlines for all schools you'd like to get your message to.
- **If at all possible, send your flyer as a PDF.** This is the format that the newsletter editors need. If you only have, for example, a Word doc, we can accept it, but we'll have to convert it. Some documents convert more successfully than others (and this can be very time consuming), so for best results, PDFs are ideal.
- **Please understand that our PTA newsletters' main focuses are PTA and school information so we can't include long articles and things of that nature.** Newsletters can easily become too long and overwhelming for families who are looking for quick reminders. Newsletter editors normally place all flyer links in one area that families are accustomed to checking.
- **Flyers can be simple; the main things are that your event is clearly explained with dates/deadlines and contact information included.** You can even just have a brief flyer with text that describes your event, team, etc. with contact information and/or a link to your website for more info.

Don't hesitate to contact PTA with questions. My contact info is below. We're glad to help however we can!

Sara Hendrick
PTA Council Newsletter Chair
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If you're no longer the contact for your organization, please forward this to the new representative--thank you!