**Cider Mill PTA Job Description**

Hot Cider Co-Editor

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Hot Cider Co-Editor

**Overview:** Hot Cider is the Cider Mill (CM) PTA newsletter. It contains school and community news of interest to CM parents, and is distributed to CM parents approximately every two weeks on Mondays. The editor receives submissions, copies and pastes them into a Word document, edits for brevity, formats newsletter to ensure that it looks consistent and aesthetically pleasing and is easy to understand, sends it to the CM PTA president(s) and, if applicable, co-editor for review, and makes changes as requested until there is an approved version. The editor then sends the approved newsletter to the CM secretary who will distribute the newsletter to parents via school messenger.

**Co-Editors**: If more than one person volunteers for this job, it can be divided in any way that works for the team of editors. In the past, the editors alternated months. If there is a team of editors, they should meet early to develop their plan for dividing responsibilities.

Editors should be good writers, fluent in written English, concise, eager to distribute information of interest to parents, accurate, organized, responsive to email within 24 hours, proficient in Microsoft Word and Adobe PDF and Reader, email, cutting, pasting and formatting on the computer, and able to work on weekends, follow schedules, and meet deadlines.

**Schedule:** The Hot Cider Editor creates the deadline and publication schedule (the PTA President needs to approve) and forwards the publication schedule to the webmaster prior the beginning of school in August.

For the first issue, you can choose the first day of school as the first deadline, with the first publication date then being the following Sunday. Or, if you have important events happening before that, like Photo Day, you can put one out sooner. TBD by or with the PTA president. Issues generally come out every two weeks after the first issue, except on school holidays.

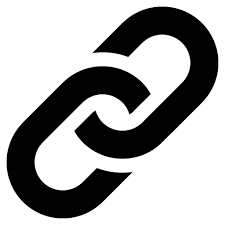
Submission deadlines are end of day Wednesday before the Monday publication date. Once approved, the PTA president will send the schedule to PTA chairs. The editor should send it to the PTA Website Manager for posting on the Edline PTA page.

**Submissions:** As stated in every Hot Cider issue (at the bottom), people who want to submit a blurb do so by emailing it to the PTA president and the Hot Cider co-editors (their email addresses are at the bottom of HC). Due to space constraints, “thank you” articles will not be accepted. Lengthy submissions, flyers, press releases, etc. will be edited for brevity. In an effort to keep Hot Cider timely and concise, articles will only be published twice.

Sometimes, there is a letter from the President. If so, this should be submitted to the Editor by the publication deadline.

**Process:**

* Wednesday 5pm – This is the submission deadline. At this point, collect all the submissions you have received since the last deadline. I put every submission in a “Hot Cider” email folder when I get it; then when I start doing the newsletter, I just go to that folder and work my way down until I get to an old submission.
* Take the last Word version of the newsletter and rename it with the date of the new issue.
* Copy and paste all new submissions into the newsletter.
* Delete anything from the last issue that is out of date or has run twice.
* Look at last year’s HC for the same timeframe to see what other items should potentially be included. Last year’s issues are posted on the PTA page.
* Email anyone who submitted something incomplete (e.g. they didn’t include the date of their event) or if you have any other questions, or if they had an event last year and have not submitted anything this year.
* Edit any submissions needed, to make them easy to understand.
* Format the newsletter so everything looks consistent and aesthetically pleasing.
* Test all the links to make sure they work.
* Email the completed rough draft to the PTA president and co-editor for review.
* Make changes as requested.
* Send the second version to the PTA president for review; continue this cycle until you have an approved final version.
* Save the final approved document as a pdf. Test all the links to make sure they still work.
  + Right now it seems links will not work if they go onto a second line so you may need to shrink the font to make them fit on one line (or put a return in before the link).
  + Some links just don’t work so you need to say ‘Click Parent Resources, then PTA, then Hot Cider’ or whatever places are appropriate.
* On Monday of the publication date, follow these instructions:
  + POSTING HOT CIDER TO PTA WEBSITE

1. Go to cidermillpta.org
2. Log-in with the credentials
3. click on “edit site”
4. On the Top bar click on the **Page:** \_\_\_\_\_\_ (it’s a drop down menu) Pick **Hot Cider** from the Menu.
5. click on **Past Issues of Hot Cider (PTA NewsLetters)**
6. Right Click and click **edit Text**
7. Write/Type in issue date, example: **September 22, 2015**
8. Click the **web link icon**  
9. Choose **Document** Button
10. Upload the PDF Document
11. Click Save (top bar right side)
12. Click **Publish.**
    * SENDING HOT CIDER TO PARENTS
      1. Save the link from the newly published edition on the CM website
      2. Draft email to be forwarded to CM secretary
      3. Draft opening paragraph and include link from CM website
      4. Copy and paste from word content of newsletter and locate below opening paragraph
    * You’re done!!

**Sections:** See the Hot Cider page on CM PTA Website for previous Hot Ciders, to see the format. In general, the order is:

* Important Dates (get these from Edline, the school calendar, the PTA calendar)
* Important Numbers
* Notes from the Presidents (sometimes there is a letter, sometimes not)
* Cider Mill News
  + Start with a headline, then the date, time and place if those apply
  + Put items in chronological order
* Ongoing Cider Mill News
  + Things that are in there all the time, e.g. Join the PTA
* Community News
  + Start with a headline, then the date, time and place if those apply
  + Put items in chronological order
* Submit News to Hot Cider

If you create the Word document, then Select All, then Clear All Formatting, most items will lose all formatting, thereby making them look consistent. In general, the section headings are largest and bold, then the item headlines are next in size and are bold, then the item text is smallest in size and is not bold.

**Try to make sure the newsletter is not too long. Keep the information brief, otherwise Hot Cider gets too boring! Good luck!!**