



District 67/APT Communications

Quick Facts for Distributing Information

What is it?	Where do you want to publicize?	Who do you send it to?	When do you send it?
School Event (only takes place at YOUR school)	School E-newsletter	School Principal	By Tuesday AM for that week's publication.
	Newspapers / Website	Janice Patterson	At least two weeks prior to the event.
District-wide Event (Annual Meeting, Fine Arts Programs, Parent Presentations)	School E-newsletters	Janice Patterson	By Tuesday AM for that week's publication.
	<i>Special Announcement</i> E-newsletter (must be approved by Exec. Board President)	Janice Patterson	At least ONE WEEK prior to the publication date.
	Newspapers / Website	Janice Patterson	At least two weeks prior to the event. Remember to prove: Who, What, Where, When and Why!
Pictures*	News Sources	Janice Patterson	Send up to four pictures after the event. Remember the "5 Ws"
	Website (photo gallery)	Janice Patterson	Any time (allow at least one week for posting).
Community Events	School E-newsletter / Green Backpack	Janice Patterson	By Tuesday AM for that week's publication. Remember to include your event flyer as a PDF for posting in the Green Backpack.

Anne Whipple, Director of Communications
847-604-7409, awhipple@lfschools.net

Janice Patterson, Communications Asst/Webmaster
847-604-7421, jpatterson@lfschools.net

District 67 Administration Center
300 S. Waukegan Rd. (LFHS West Campus)

We send weekly press releases and pictures to news sources for their print and online editions, including *Lake Forester*, *LF/LB Patch*, and *Tribune/TribLocal*

* **Digital photos** submitted for publication should be taken at a high resolution setting on your camera and saved as a "jpg" format. If sending more than four photos, please call or email Janice Patterson for instructions.

Don't forget the **Five Ws** to provide the "full" story on your event... **Who** is it about? **What** happened? **Where** did it take place? **When** did it take place? **Why** did it happen?