

HMS PTO Internal Policy on Publicizing Community Events

Approved by Exec Board 5/2/12

The following are guidelines to be used in determining whether an event merits inclusion in the weekly email/eblast or on the PTO website. The intent of these guidelines is to be as clear as possible about events the PTO will promote, while also acknowledging that judgment and discretion should always prevail.

The Hinsdale Middle School PTO does not post community-organization news via email, eblast or website unless the posting meets one of the exception criteria outlined here:

1. The posting is submitted by one of our affiliated schools (District 181 schools or their PTOs and District 86 or their PTOs).
2. The posting is submitted by a District 181 group such as D181 Foundation, GECO, the SELAS committee, the Hinsdale-Clarendon Hills Teacher Association or the Family Resource Network.
3. The posting is about an event/activity that HMS students are involved in and is supported directly by the school or a school-sponsored committee. Ideally, the event supports one of the limited number of charities endorsed by the school for that academic year.

Examples:

- The Rotary Run meets this exception because HMS has a teacher-sponsored team and the D181 Foundation receives funds from the event.
- The Walk for Autism could meet this exception if there were an HMS team organized by the Peer Leadership Club or a teacher representing the school.

Letter Denying Request for Publicizing an Event in Eblast/Website

Hello:

Thanks so much for thinking of the Hinsdale Middle School PTO as you promote your event. At this time, however, your event does not meet our guidelines for inclusion in the PTO's weekly email or for inclusion on the PTO website.

The HMS PTO does not post community events or fund-raisers unless the organization has a direct connection to our student body.

For perspective, please understand that the bulk of the events that the HMS PTO promotes originate from District 181 schools and PTOs or Hinsdale Central High School and its PTO. The District 181 Foundation and its affiliated organizations are also regular contributors.

You're welcome to contact District 181 directly for inclusion of your event in The Community Backpack, the central posting place for all District 181 approved fliers. The HMS PTO links to the Community Backpack from its weekly email and website.

We wish you the best of luck with your endeavor!

*Sincerely,
The Hinsdale Middle School PTO*

