

RVHS Public Relations Submission Procedures and Guidelines



Teachers are responsible for reporting any awards, student successes, on-going projects, and professional achievements to Pasquail Bates. A bi-weekly bulletin will be sent highlighting recent news and events of RVHS and a newsletter will out with report cards each nine weeks. All communications will be sent electronically to our parents and teachers. It is our goal to communicate all the great things happening at Ridge View High School to our parents and community on a regular basis throughout the school year. All information that you want publicized **MUST** go through Pasquail Bates. Please follow the following submission guidelines:

1. All newsworthy stories **must be submitted with a picture of the event and/or persons involved to pbates@richland2.org**. The picture must have a caption and include the names of the people included in the photo listed from left to right. Keep news items short and to the point. Media outlets are more likely to publicize items that are appropriate in length and that are submitted in a timely fashion.
2. All upcoming events must be submitted to pbates@richland2.org at least **2 weeks prior** to the event in order to get the proper media coverage.
3. If you wish to submit a video to R2TV, it must be a maximum of 2 minutes in length, encoded to a full size Windows Media Video File (WMV), burned to a CD, DVD, or thumb drive and then submitted to Pasquail Bates.
4. Please be aware of deadlines once they are emailed. If you do not submit information by the deadline, there is no guarantee that it will go out in a timely fashion.