

We are very happy to hear about accolades received by students/staff and positive programs and events that happen at our District schools. This page describes our guidelines for submitting news items and related media to the District for community-wide release/sharing.

### **PRESS RELEASES (Achievements, Recognitions, Events, News, Etc.) & MIXED MEDIA ITEMS (Photos, Videos, Links)**

We divide news submissions into full press releases, social media shares, and home page slideshow items with one-line captions. News items and photo/video requests must be submitted via the [news submission form](#) located under Faculty & Staff drop down menu on the OUSD web page. Items MUST be approved by the site or department administrator prior to submission. We do not accept news items from third-parties, vendors, or advertisers.

**Press release drafts** should around 500 words (1 page) in length. Submissions should conform to [Associated Press style](#) basics and refrain from using education jargon or undefined acronyms. Drafts should be engaging and provide the answers to who, what, when, why, where, and how, as applicable. It should include direct quotes, any related background information, associated details, and information as to why the story is notable, important, or special. Press releases will be edited prior to final approval, so please be sure to include a primary contact who would be able to provide additional information, if necessary.

**Social media shares** cover a diverse array of topics in quick hits. These may or may not include links, photos\*, or short video clips\* sharing a recent event, school awards assembly, community outreach, or another positive event that can be briefly summarized.

**Homepage slideshow items** must include a photo\* with a concise, descriptive caption. We need quality (in focus, well-lit, correctly composed), high-resolution images saved as JPG files, at 300 dpi or higher. Photos must be horizontally oriented or framed in such a way that they can be cropped to fit in the designated slideshow area on the home page. Please send only ORIGINAL electronic images and do not crop or alter them. Images containing anything questionable (hand gestures, background activity, etc.) will not be considered.

Photographs submitted may also be used in District print and digital items, including social media outreach, presentations to the Board of Education, community flyers, etc.; may be archived on our website; or reprinted/reposted in the future, at our discretion.

**\*ALL STUDENTS MUST BE PHOTO-CLEARED BY THE SCHOOL SITE BEFORE BEING SUBMITTED FOR CONSIDERATION.**

### **EVENT INVITATIONS, FUNDRAISERS & ADVERTISEMENTS**

Events and fundraisers may be shared various ways, at the discretion of the District. For consideration, please submit the form located at <http://www.orangeusd.org/events>.

PLEASE NOTE: School photos are welcomed and appreciated. In an effort to ensure fairness for all postings on the website, schools featured will be rotated to allow an equal opportunity for all sites to share their photos.