

## What sort of tips should you submit? What will we publish?

We encourage you to submit news, information and events that will be of wide-ranging interest to the general public and staff members across districts and divisions.

Some examples of topics and appropriate **Department** communications channels are below:

| Topic   | Communications Channel(s)   |
|---|---|
| Innovative/pilot programs   | All*  |
| Successful partnerships   | All   |
| Trainings and best practice lessons   | All   |
| Ribbon cuttings   | All   |
| Groundbreakings/capital projects  | All   |
| Large, public events (e.g. Broad Street Run, Fox Chase Farm Days) [upcoming and recaps] | All   |
| Individual or team accomplishments (e.g. renovation of 160 ballfields)                  | All   |
| Special events and press events (e.g. citywide clean-up days, pool openings)            | All   |
| Staff resources (e.g. "Your Health" promotions)   | Internal newsletter   |
| HR announcements (e.g. promotion opportunities, new hires)                              | Internal newsletter   |
| Sports league schedules   | Site-specific social media account  |
| Site-specific program schedules   | Website (Find a Facility application), site-specific social media account |
| Site-specific celebrations (e.g. Tot Rec Graduation)                                    | Website (Special Events), social media                                    |

\*Website, social media, newsletter, internal communications team

We are happy to receive information or ideas of any length and can write the piece itself if needed. If available, please include any of the following with your submission:

- Details on who, what, where, when, why and how
- Photos (please provide a caption or explanation of content, if possible)
- Videos
- Web links to press coverage, partners or additional information

**You can email all materials to [parksandrecreation@phila.gov](mailto:parksandrecreation@phila.gov).** Please be aware that we may edit or trim your submission for the selected application(s).

## 2014 Newsletter Deadlines

### Newsletter

*2014 publication dates and deadlines\**

| 2014 Publication Dates<br>(all are Thursdays) | 2014 Information Submission Deadlines |
|---|---------------------------------------|
| January 30                                    | January 21                            |
| February 27                                   | February 18                           |
| March 27                                      | March 17                              |
| April 24                                      | April 14                              |
| May 22  | May 12                                |
| June 19                                       | June 9                                |
| July 31                                       | July 21                               |
| August 28                                     | August 18                             |
| September 25                                  | September 15                          |
| October 23                                    | October 14                            |
| November 20                                   | November 10                           |
| December 18                                   | December 8                            |

**Note:** *If you have been receiving a hard copy of the newsletter because you do not have a “phila.gov” email address but would like to receive the electronic version (contains more in-depth information along with links to photos and videos), please send an email from your personal email address to [parksandrecreation@phila.gov](mailto:parksandrecreation@phila.gov) with the word “newsletter” in the subject line. Your email address will be added to the confidential list serv.*

Anonymous feedback about the newsletter can be submitted at <http://www.surveymonkey.com/s/TGZY66T>

\*These dates apply to the newsletter only. Information intended for the website, social media and other communications tools can be submitted on an ongoing basis.