

GUIDELINES FOR SUBMISSION OF REPORTS FROM CLUBS



Dear Club Correspondents

This document is to assist you in sending materials to me as the District Editor for onward transmission to the Webmaster who will then upload to the District 330 website. Please read them carefully. Please also refer to our website.

The TWO main issues:

- a. Brief description/captions of the event/occasion
- b. Photographs

A. DESCRIPTION

In order to assist you in writing the descriptions/captions, you may wish to bear one or more of our three objectives in mind viz:

- Promote True friendship
- Encourage Ideals of Personal service
- Foster International Understanding

And of course our cause/theme: *Empower and Evolve*

Your descriptions and captions should reflect at least one of these objectives so that:

(1) the public (those who are not yet involved with Inner Wheel) knows who/what are the cause(s) that they can participate in; and

(2) benefactors (those who are already involved with us in Inner Wheel, but not our own members) are comfortable knowing that their contributions have been put to good use.

So:

1. A short paragraph on the event/occasion reflecting our objectives and cause.
2. Must contain date, time and place/venue.
3. Must identify the event
4. Must contain description of people in the photographs that you intend to use. Primarily your members. The occasion, of course.
5. Please prepare in Word format. Font: Times New Roman, Size 12, Justification. 1.5 spacing.

B, PHOTOGRAPHS

1. The best. In JPG or Jpeg format.
2. Do use the best photos you have. Suggest that you use photos which show your club members active in that particular event. Please use your discretion. I won't be able to choose for you so please don't "tai chi" to me.

The following are guidelines I collated from the IIW Publishing Protocols which I have adapted to our domestic scenario.

- What types of articles do you send?
 - **Human Interest Stories**
 - **Regular or successful Service Projects**
 - **Awards of National Recognition to clubs or club members**
 - **National Conferences**
 - **Charters of new clubs**
 - **Presidential visits**
 - **IIW Presidential Visits**

Text: Word Document, the latest version available to your clubs

Picture: High resolution, .jpg format

ALWAYS send pictures as *separate attachments* or share via Google Drive.

- ***Picture Content*** - Please send ***Action Photos***
 - Feature club members and Recipients of a service project
 - Groups of children or people performing
 - Photos that demonstrate the theme, Empower and Evolve”
 - Photos that demonstrate Happier Futures – Better Lives

Photographs need to be sent as a High quality JPEG image at 300dpi, pixel dimensions at least 1500x2100 pixels, or at least a photo taken on a 3:2 megapixel camera at the largest setting. Smartphone photos are acceptable as long as they are saved at the largest setting.

- ***Text Content***
 - Please keep reports brief and informative.
 - Include – ***Who, When, Where, What*** and a bit about ***Why*** and ***How***.
 - **always** include club names, District number and country.

PLEASE NOTE THE FOLLOWING:

1. Do take care with grammar, small case and other related matters. Please avoid short forms and acronyms. It looks shoddy and unprofessional. For example, I had someone writing “Xmas n Diwali celebrations”. The proper way is of course “Christmas and Diwali celebrations.....”

3. Do not forget the important information that you need to communicate to the visitors to our site. The name of your club, the description of the particular event, the identification of the people in the photograph, the date etc.

4. Please do not type in capital letters. This is akin to shouting and is considered bad netiquette (Yes, I did get paragraphs in capital letters)

5. Please make sure your sentences are uniform. I had this:

“The Inner Wheel Club of Narnia visited the old folks at Cocoon whereby we delivered food hampers.”

6. Please do not send any photographs through WhatsApp. For obvious reasons.

7. Please do not contact the Media Manager directly. All reports/announcements should go through me. For obvious reasons.

Thank you for your cooperation, ladies. All your materials are going to be uploaded for the world at large to read, so be proud of your end result. It gives us, me the DE and the webmaster Yeok San great pride and pleasure to broadcast to the world the fact that District 330 is vibrant and exhilarating with amazing and awesome women!!!

Yours in Inner Wheel Friendship.

Bahma
District Editor 2018-2019
District 330

