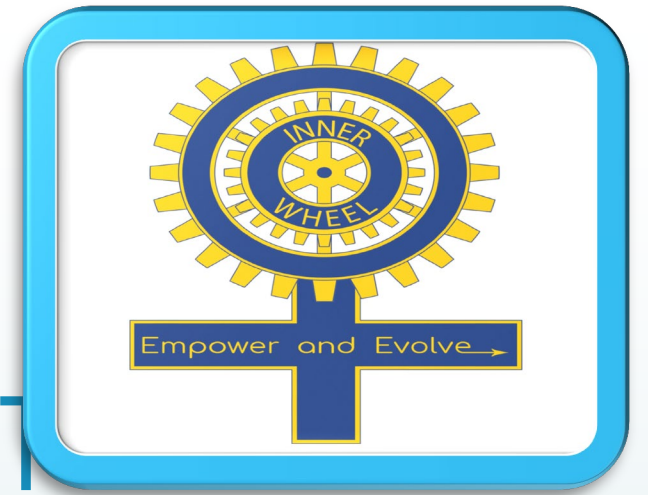


NEWS, HAPPENINGS, ACTIVITIES.....HOW TO GET THEM ACROSS



For Club Correspondents

THE TEAM.....

THE PROCESS

THE TEAM



You – Club Correspondent



**Me – Bahma – District Editor
<drbahmasiva@gmail.com>**

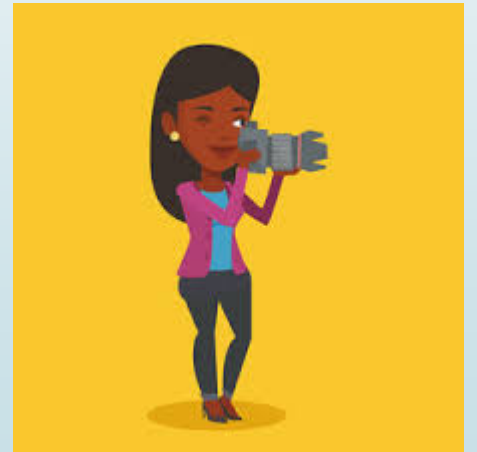


**Webmaster – Yeok San
<cys@print-publish.com>**

TWO main issues:

- a. Brief description/captions of the event/occasion – Word Document
- b. Photographs – Attached separately

Zipped and mailed or shared



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**



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.....

Your Report

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.



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.

B. PHOTOGRAPHS

- The best. In JPG or Jpeg format.
- 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.
-
- ▶ 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



VIDEOS

- Send link by email please.
- Share through cloud

PLEASE NOTE THE FOLLOWING

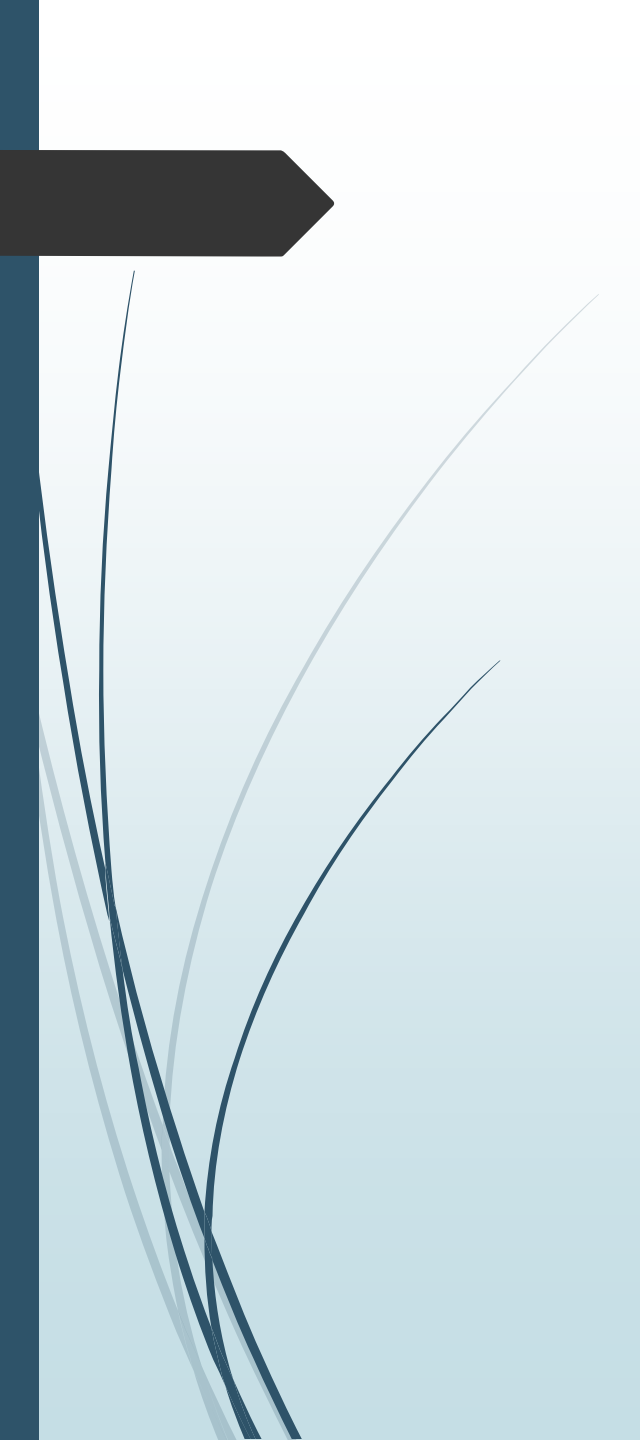
1. Do take care with grammar, small case and other related matters. Please avoid short forms and acronyms. It looks shoddy and unprofessional. For example, I had someone writing “Xmas n Diwali celebrations”. The proper way is of course “Christmas and Diwali celebrations.....”
2. Do not forget the important 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.
3. 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)





PLEASE TAKE NOTE

4. 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.**”
5. Please do not send any photographs or videos through WhatsApp. For obvious reasons.
6. Please do not contact the Media Manager directly. All reports/announcements should go through me. For obvious reasons.
7. No PDF



**I LOVE IT WHEN WOMEN
LOVE THEMSELVES. I
LOVE IT WHEN WOMEN
ARE LEARNING TO LOVE
THEMSELVES. I LOVE IT
WHEN WOMEN INSPIRE
OTHER WOMEN TO LOVE
THEMSELVES**

Thank
you!