



## Publication Protocol Guidelines

----- 1 July 2021 -----

The following guidelines are for submission of materials for publishing in the

- IIW website ([www.internationalinnerwheel.org](http://www.internationalinnerwheel.org)) and other internet platforms of IIW.
- IIW Magazine and other publications

### CHANNELS OF SUBMISSION

All materials are to be submitted to the

**IIW Editor/Media Manager Cheng Yeok San, email: [iweditor@internationalinnerwheel.org](mailto:iweditor@internationalinnerwheel.org)**

- Via IIW Vice-President by UN Representatives and Board Directors
  - Via National Representative or National Editor (NGB)
  - Via District Chairman for countries without a National Representative.
  - Via Board Directors to IIW Vice-President by Non-districted Clubs.
1. News is best sent as soon as the event is concluded.
  2. Special write-ups relevant to Inner Wheel for the IIW e-Magazine and other publications are encouraged. News articles of clubs will be selected from news submitted for the website and internet platforms (only the best articles will be featured).
  3. All articles will be vetted and may be edited or omitted by the IIW Editor/Media Manager.

### FORMAT OF MATERIALS FOR NEWS IN IIW WEBSITE, INTERNET PLATFORMS AND e-MAGAZINE

- Language: **ONLY English**. Please use good grammar, spellcheck, correct salutations and naming.
- Fill in the **Form for Article** in MSWord with details and composition. (Tip: Who, When, Where, What, Why, How. Your target audience is the worldwide public.)
- There should be only ONE file for one article subject sent in ONE email. If you have more than one article subject, please send in separate emails identifiable with its title in the email.
- Images only jpg (or jpeg) and png, at least 300KB size. (Tips: Set the camera to highest resolution. Lighting should be behind and not facing the camera. Obtain stored images directly from the camera folder. Photos saved and extracted from social media sites and Whatsapp may change to an unappreciable lower resolution. Re-saving jpg and png will degrade the resolution.)
- Rename (not re-save) images in the numerical order as indicated in the **Form for Article**.
- Email as attachments or storage links. If all the files are too big to be sent by email attachment, put into a folder and upload to [www.dropbox.com](http://www.dropbox.com) or [www.wetransfer.com](http://www.wetransfer.com). Obtain the link of the folder and paste it into the **Form for Article** under "Link...".

### FORMAT OF MATERIALS FOR VIDEOS IN IIW YOUTUBE

- Videos only in mp4 format. Language: **ONLY English**.
- Fill in the **Form for Article** in MSWord with details and description about the video content. Please use good grammar, spellcheck, correct salutations and naming.
- Upload the video to [www.dropbox.com](http://www.dropbox.com) or [www.wetransfer.com](http://www.wetransfer.com). Set permissions to allow anyone with the link to download. Copy the text of the link into the **Form for Article**.
- Email the **Form for Article** as an attachment.

### REGULATIONS AND COPYRIGHT

- Follow **IW Branding Guidelines**.
- Do not use materials from any source without explicit written permission or licensing from the owners. Ignorance of ownership is not excusable. Examples are images from "free" download sites, music used in videos.
- Obtain permission for publishing photos and videos of beneficiaries, in particular, children.



## Guide to contents for publishing

----- 1 July 2021 -----

### SUGGESTED TYPES OF ARTICLE

- Human interest story in personal service
- Commendable service project: single or long-term
- Awards of recognition of club or member
- Conference and rally
- Charter of new club
- IIW President's Visit
- Exemplifying IW objectives, IIW theme
- Social projects focusing on Health, Education, Opportunity and Empowerment of women and girls

### TIPS ON TAKING PHOTOS AND VIDEOS

- In action. In motion. Showing emotion. In natural pose.
- Focus on subject of story.
- Freely take several photos to be able to make a good selection
- Frame and compose the shots. Check what should and should not be in the shot.

### WHY PUBLISH?

- To inspire others to do personal service.
- To touch the hearts of benefactors.
- As a tool in recruitment of new members.
- To promote Inner Wheel objectives
- To show and support causes that IW members stand for.
- As a historical account, a legacy.

### USE OF LOGOS

- Inner Wheel logos are strictly to be used only for Inner Wheel promotional, training and publicity materials by Inner Wheel Clubs, Districts and National Governing Bodies.
- Follow **IW Branding Guidelines**. Do not change any type of Inner Wheel logo (e.g. distort, re-design, embellish, overlap, re-colour, obstruct, mutilate)
- EPS formats will produce sharp images and is scalable (reproducible at any enlarged size). Recommended for production of printing media. It should not show in a white box but will maintain transparency. Usable in MS Word and MS PowerPoint.
- PNG formats are recommended for delivery on internet and mobile media. It should not show in a white box but will maintain transparency. Usable in MS Word and MS PowerPoint.

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IIW Editor/Media Manager

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