

WVYFC GUIDELINES FOR PRESS SECRETARIES

1. The public image of your Club and of you as individual members will depend on your reports, which appear in print. It is, therefore, important that the activities you record indicate your contribution to society in general and the rural community in particular.
2. Avoid making your reports too much like minutes. Seek the "real news" items only and confine your report to them.
3. Remember: Your source of "news" is not necessarily restricted to Club meetings. The efforts of achievements of individual members (past and present) can often afford you an opportunity to hit the headlines.
4. Not every Club meeting produces a news item although most of them do. For example, a special meeting to arrange a forthcoming Social Event is NOT news but some future events are worth mentioning.
5. Keep it short! You have a far better chance of getting six lines published than half a column. Aim for quality not quantity. Make sure it is easy to read.
6. Write your reports ON ONE SIDE OF THE PAPER ONLY. Write the name of the Club on the top but do NOT report in the form of a letter. Send it in promptly and regularly.
7. Black/White photographs are often welcome.
8. Why not cut out all Press Reports and photographs referring to any Club members or Club generally and make a scrapbook of them.