

## SLIDE 1 – INTRO/WELCOME/ZOOM

Hey - welcome thanks for taking the time to attend tonight. The goal is to give you some tips and advice so you can maximise your club new entry each edition. Some of you have been sending reports for a long time – thank you for your support and diligence. Some of you are new to this – thank you for stepping up.

Before we go any further, I should say I'm Debb Hackett. I've been editing the Club News section of S&G since early 2005. I've written for S&G since well before that. I'm a lapsed pilot, married to a full cat and we fly at Bannerdown.

We are joined by the brilliant Susan Newby who took over the reins at Sailplane and Gliding in 2008 and has done an extremely good job at modernising while keeping the art of gliding at the very core of the content.

Now – can I get a show of hands if you consider yourself a little Zoom challenged? I just want to walk you through a couple of features you'll need to use.

- First, if you haven't yet, please mute yourself. That should be on the bottom left of your Zoom screen.
- Next, if you go to the top right of your Zoom screen, you'll see an icon that says VIEW. If you click on that and click PRESENTER. I'm going to use a POWERPOINT, and this view will enable you to get the best view of the slides.
- Susan is going to send you a copy of the presentation and the notes that I'll be speaking from, so don't worry if you miss anything that might be helpful.
- We will have time for questions at the end. If you move your cursor over the Zoom screen again, at the bottom, you'll see an icon that says MORE. Click on that. About three or four options in, you'll see one that says CHAT. Go ahead and click. You'll see a box at the bottom to type questions in. So, if something springs to mind, go ahead, and pop your question there, and at the end, we will scroll through and answer.

Okay. We do want to be prompt, so let's launch this thing – see what I did then? Please turn your cameras off. That's the icon next to your MUTE button.

## SLIDE 2 - AGENDA

Here's roughly what we'll cover tonight: we've done the quick intro, next up we'll look at some housekeeping basics about send photos and sending in your reports.

Then we'll cover some basic considerations for when you're writing your submission, some top tips to help you maximize your entry, and get it working for your club, and finally, as we just discussed, have time for questions. We asked you to set aside an hour, but there's every chance we'll be out well before that.

### SLIDE 3 – HOUSEKEEPING/PHOTOS

Photoshop can be used to fix minor issues with a good photo, but some things it cannot repair:

- A photo that's too low a resolution - needs to reproduce at 300dpi – images on a computer screen show a resolution of 72-100 pixels per inch, so an image on your screen or phone might look okay, but it'll turn grainy when printed.
- Blurry - we need a lovely clear image
- An overexposed photo, or in lay terms, too much light

Please provide captions for any photo you send

Please provide photographer credit and make sure you get permission

Photos CANNOT come from social media – that won't typically be good enough quality

Embedding a photo in the body of an email can sometime reduce the file size and remove the file name. That means your photo becomes Image 0 or Image 1. If we were only expecting one photo, that's not a big deal, but your average club news is about sixty entries, so that's going to get UGLY....

So: dream scenarios: send Susan a named, nice big, sharp and bright, but not too bright, photo as a jpg attachment or via S&G Dropbox with photo credit and a caption.

### SLIDE 4 – HOUSEKEEPING/SUBMISSIONS

Big thing here – when you send in your submission, don't just put Club News in the email. We roughly handle sixty entries per issue. Please put the club name in email subject.

Please submit them a day or two early or on time. There is a relatively tight turn around for editing and getting back to Susan.

Word count – please stick to the length allowed, or close to it. I know 115 might not seem like a lot of words, but you can say an awful lot if you're picky.

### SLIDE 5 – BASICS

On to the basics of what to put in or not, bearing in mind the word count. I appreciate your work very much. I know you all volunteer, as do I. This is a long-time labour of love for me. On average, it takes me two or three days to edit the section, three or four if you all get wordy. And the worst part is, I hate it when I'm forced to cut a lot of your words. I'm a writer. I know what it feels like to have words cut. But we only have so much space.

One trick if you have a LOT more news than word count, send in a photo and have a slightly longer caption. And we'll talk more about ways to control your word count coming up.

But there are other way. Think about what you really don't need to put in:

- Weather is a big one. This is a small island. Chances are if you're having a terrible run of weather, or a heatwave, most of us are. Don't waste space on it.
- Births/marriages only if they happen in a glider. Then DEFINITELY mention it!
- Deaths – feel free to mention in one line in the club news section, but the place for anything more than noting the passing, is the OBITUARY section.
- The timing of publication – try to be considerate of when the entry will be PUBLISHED. For instance, I'll edit in October for the Dec/Jan edition. So don't say 'next week we've got...' because by the time folks read it... and much like weather references, telling me the season has started is a waste. This magazine goes to glider pilots. They know.

#### SLIDE 6 – TOP TIPS 1

Moving on to some top tips on how to make your entry shine:

- Contractions make it sound less formal and more chatty, so we're vs we are, can't vs cannot etc.
- Phrases like going to/starting to – they can be put more simply – instead of 'we're going to start Cof A, we're starting CofAs... it's a little bit shorter but also more active and engaging.
- Inside jokes – while a lot of fun for your club members, these are a waste of space because most of the people who read club news are not members of your club and won't get it. You're using a limited space and not communicating how great your club is.
- And for the same reason, repeated conversations. They take up a lot of space and don't do you much good.

#### SLIDE 7 – TOP TIPS 3

This is all well and good, but what DO you put in?

- accomplishments – we love cheerleading, but what I would say, is if you have a lot, or it's just been the AGM and prizegiving, then a short list with the name and then the achievement in brackets behind will get you more in. OR another great idea is to list the top couple of awards/accomplishments and then say a full list is on your website (and put a full list there). Each club website address is on every Club News entry, so you don't need to add that.
- notable flights/landings – same advice here – if it's July and you've had a corking couple of weeks, there might be a lot of these to mention so pick a couple. But balance how much detail you give with whatever else you want to get in there.
- events – absolutely give us a heads up for something fun you've got coming up, but again, be aware of which issue you're writing for. Get word out early, because you'll send in your news by Oct 5, I'll get it a few days later and then Susan gets it back for final proofing and typesetting, printing, and distribution. So, remember that when you're writing. No point plugging an event in November. Of course, you can say you're looking forward to the event. But mentioning it an edition earlier is even better.

- club development – of course we want to hear about your fleet, infrastructure, and anything else affecting your club.
- details about how an event has gone are also a lot of fun.

SLIDE 8 - QUESTIONS