**How to submit a NewsBits Article or Announcement**

The Story or Announcement

1. In one or two short paragraphs, tell the who, what, where, when and why of your story or announcement.
2. Mix the length of your sentences. 2 shorter sentences are better than 1 long sentence.
3. Give the reader a reason to be interested in your event or tell something about your story that will be new or interesting information.
4. Mentioning quotes or reactions are useful tools to make your story real or noteworthy to your intended reader.
5. Don’t assume that the reader knows what you are writing about.
6. Provide a logo or photo (see below) – text only submissions should be avoided because they will not be as likely to be read.

Supporting information

1. provide a logo or interesting photo(s) for your submission.
2. photos should show the activity or reason for the story/announcement.
3. Trite photos such as a group holding a check or group photo at an event are not as effective and are not recommended.
4. Remember that the reason for the photo is to help tell your story/announcement.

Submission Parameters

1. Submit your story/announcement via email to: jdunny1@me.com
2. The text portion may be submitted either as text in the body of the email or as attachment in Word format. **Do not use PDF format**.
3. Submit photo or logos in .jpg format only. A logo in PDF or other format cannot be manipulated in the editing process to make it fit the size limitations for either NewsBits or the district webpage.

Timeline

1. Announcements should be submitted at least 3 weeks minimum before your event.
2. For district events, do not place an event in the calendar without a story in NewsBits, the District website or both.
3. **Update your announcement**, if necessary, if there is new information e.g. the original story was made in the preliminary stage of planning and now details are available and registration is open.

Don’t be concerned with formatting – Submit the information. I will have to format it in order to publish it. I can edit out too much information, but I can’t provide information I don’t have.

Jim Dunny, District 5340 NewsBits Editor