

Black & White

PROCEDURES FOR SUBMISSIONS

www.newingtoncollege.nsw.edu.au/bw/procedures.pdf

DEADLINES

Black & White is distributed on Wednesdays in Week A. Material for inclusion is due the Thursday prior to publication. Check the Calendar for dates – www.newingtoncollege.nsw.edu.au/calendar.

PLANNING

- Your event must be authorised by the appropriate member of staff.
- Make sure that the venue is allocated and that the event is listed in the School Diary. Check with Lindsay Raven.
- Choose carefully a single, agreed name for your event. Referring to an event by various names or changing the name mid-stream weakens your message and creates work.
- Don't rely on just the *Black & White* to get your message across – use flyers, posters, announcements, meetings and so forth. Also fully inform Reception.
- Do not announce events too early.
- Vary your message. Rather than repeating the same list of details, take a different angle each time.

FORMAT

More or less, most articles will fit the following format:

Main Heading	Use the name of the Department or Association
Sub-Heading	Name of Event Date/Time: For upcoming events, provide: day of the week, date, month, venue, time. eg: Wednesday 13 August, Function Room, 7.30pm or abbreviation in the order: Wed 13 Aug, FR, 7.30pm Generally there is no need to include the current year.
Details:	Be brief and to the point. Only include what you really need to get across and what is relevant to <i>Black & White</i> readers.

NAMES

Check that the spelling of each name is correct.

Boys: Provide given name, surname, Year level and house, in this format:
John Smith (10/MO)

Old Boys: Provide given name, surname, 'ON' and year of graduation, in this format:
John Jones (ON/1891) or (ON/02) for 2002.

DELIVERY

Send as Word attachments, or text in the body of an email, to bw@newingtoncollege.nsw.edu.au

- Send one copy only.
If you need to make changes to material, send an email detailing just the correction.
- Groups should designate one person to be responsible for sending material.
This person should ensure that the material has been sighted and approved by the members of the organisation). All material for Sports events should come through the Sports Administrators.
- Handwritten contributions and PDF files are not acceptable.

FLYERS

Full-page flyers will usually be included only where a reply form is required.

A template for reply forms is available on the school web site at www.newingtoncollege.nsw.edu.au/forms.

AFTER PUBLICATION

As well as checking your article in the *Black & White* itself, check your page and the Calendar entry on the School web site. If this needs to be updated, or you can't find the page, send an email to the WebMaster, webmaster@newingtoncollege.nsw.edu.au

For enquiries please phone the PR & Communications Officer, Elaine Smith, on 9568 9384.