



HUIS & HAARD | HEARTH & HOME

The Stories Behind the Stories

GUIDELINES FOR BRANCH REPORTERS AND PHOTOGRAPHERS

House & Hearth (h&h) comes a long way out of the fifties. The only mouthpiece at the time because, of course, there was no such thing as 'social media'. Nowadays, most of us have access to social media, it's fast, easy, with a lot of impact. As you know, not only do we have a beautiful website (vlv.co.za), but we are also on Facebook, and then there are WhatsApp groups in our own communities. Use it.

Please send your regular monthly branch posts to Hettie, vlvwebwerf@gmail.com or <https://www.facebook.com/VLVK1929/> please **Tag** @VLVK1929 if your branch or circle posts something on Facebook (not directly to head office please.)

h&h, is our fancy digital magazine available quarterly (February, May, July & October). Each issue will be built around specific portfolios. **Deadlines** and **focus portfolios**, January 15 (Arts, Crafts, Lifestyle), April 15 (Education and Culture), June 15 (Public Affairs, Health), and September 15 (Agriculture, Horticulture). However, it still remains a basis for important announcements, information about projects (tell me about your projects around the VLVK theme), competitions, a little something about conferences and congresses (full Circle Conference and Congress information is posted on our website).

We are going on a new adventure and branch reports are no longer the same pictures and stories being repeated. If the post or photos are already on the site, I'm not going to put them in the same format again. Send me your interesting post in "Microsoft Word" (not summary on "meeting proceedings"), I'll save it for the appropriate edition. I'm also going to keep an eye on our other media and whenever I see something that catches my attention, I'm going to contact you so we can chat about a new approach (remember to include cell phone number when you contact me via email).

Write to our readers **the stories behind the stories**, e.g. what does your branch's H&H reporter look like, who takes the photos, who is the oldest member, when was your branch established, what milestones did you reach, highlights celebrated, what does your birthday cake look like (or other special edibles), who baked it, does she want to share the recipe, What does she look like? There are also columns such as "From the kitchen", "Come travel together", "Meet our people", and many more. This may vary with each issue depending on the reports sent through. In Memoriam are branch name, deceased's name and surname, birth, and death date (maybe you want to add something about what she will be remembered for?).

All of us are not journalists, for that reason I am going to refine some of the reports, edit, shorten, or contact you for more information, should that be necessary. I'll proofread, but you **MUST** check the spelling of names/surnames. There is no limit to number of words, specific fonts, or sizes. As soon as I receive it, I will chat with you.

As far as photographs are concerned, please do not edit, or do compilations ("collages"). Wipe the lens before taking photos, see that outside there are no sun spots on faces and keep an eye on the background. Individuals or small groups work best and remember **poor quality** photos unfortunately cannot **be used**. Identify someone who can take good photos so that it can tell a new story with you.

I look forward to talking to you everyone. Feel free to contact me with ideas, advice, suggestions, and fears.

Lydie Terblanche

Redakteur

WhatsApp 082 928 5624 / lydie@vodamail.co.za
In collaboration with Koos Gagiano Design Studio

