



The Stories Behind the Stories

GUIDELINES FOR BRANCH REPORTERS AND PHOTOGRAPHERS

Good day everyone

Our website is ideal for monthly reports and staying up to date with your branch's activities. Use it, as well as all other relevant social media platforms, to the fullest.

The **h&h** only appears 4 x p/year and has a different but very important role, much more than a simple duplication of the website.

The purpose of this mouthpiece (as I see it):

- To obtain information about CWAA competitions, elections, 'meet' members and receive inspirational messages from the president
- To get new ideas and learn something interesting
- For marketing purposes, to recruit new members – something we can proudly brag about and share with others.

For these purposes, send me the CONTENT of the (guest) speaker's presentation so I can tell your story. Good quality photos in original format can really help tell your story.

You don't have to send it in a specific format; I'll write the story myself, but I need the details. Your name, branch, and Circle information is very important, so please add it EVERY TIME.

Focal points

- February - Arts & Lifestyle
- May - Education & Culture
- July - Agriculture & Horticulture
- October - Health & Public Affairs

These are the starting points. The rest of the content is linked and built around these. Therefore, topics need not be presented under this portfolio; if there is a connection, I can use it.

Feel free to WhatsApp me if there's anything I can help with.

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