

NIKE Content (subject to change)

Each issue will contain:

- Greetings from the President and NIKE Editor
- Calendar dates for the year and each issue
- Calls to NYSW meetings/conferences with details of programming, workshops, etc., including registration and reservation forms
- Legislative watch on state and national issues
- Officer and Committee reports, as necessary
- Articles and features focusing on NYSW Inc. mission statement themes
- Local organization and Region news
- Club Eternal notations

September – due July 15th

- **Recap of annual conference; actions, competitions, awards;**

December – due October 15th

- **Recap Fall Board Meeting/**
- **Program plans for Women’s History Month and Pay Equity Day**
- **Notification from Nominating Committee announcing nomination process, timetable and qualifications for officers**

February/March – due January 15th,

- **Focus themes**

May – due March 15th, (Conference Issue)

- **Recaps of Winter Board Meeting and Youth Leadership**
- **Report of Nominating Committee with bios and photos of each candidate**
- **Resolutions, bylaws changes, legislative platform to be acted upon at Conference**
- **Focus themes**

Note: Members are encouraged to submit articles and features. Features will be used as necessary to fit focus themes and copy needs.

All contributed work must be original work; all previously published works must be accompanied by the publisher’s authorization to reprint. NIKE reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

Articles contained in NIKE may express the views of individual authors and do not necessarily represent the views of New York State Women, Inc. NIKE is distributed for information purposes only, with the understanding that New York State Women, Inc. nor the individual authors is offering legal, tax or financial advice.

Permission is granted by NIKE to reprint articles in local or Region newsletters when credit is given to NIKE and to New York State Women, Inc..

General Guidelines

All articles, photos, announcements, submitted to the NIKE Editor and Associate Editor via email MUST have NIKE in the subject line.

All articles and features submitted with photos are limited to 650 words. Articles without photos are limited to 1000 words.

Local Organization/Region News

- Name of local/Region, contact person, telephone number, email address must be included
- Subject matter should relate to a NYSW program, event or focus theme.
- Local news articles may be edited as necessary.
- Length of article not to exceed 150 words.
- Local news must be typed (not hand-written) and sent to the Associate Editor prior to copy deadline
- Photo may be included with article (see photo guidelines)

Officer/Committee News/Reports

- Subject matter should be addressed to local organization members with information necessary to address members' needs and focus issues
- Articles should not exceed 300 words
- Articles should include resource references, whenever possible, as well as timelines.
- All articles are to be sent to the NIKE editor, preferably by email. Photos are welcome.

Photo Guidelines

- Digital photos may be submitted via email. File formats include: Jpegs, tiff, eps, or pdf files.
- Photos can be color or black and white
- The size of the digital photo should be the highest resolution possible; the digital camera setting should be the one that results in the biggest size files
- The actual electronic photo file should be submitted; photos embedded in Word documents cannot be processed.
- In terms of the way the photos are taken, it's best if the subject is in front of a simple background; the fewer people in the shot, the better it looks; if photographing people sitting at a table, move the dishes and cutlery out of the way; and try to avoid taking pictures with mirrors or lights in the background!
- NIKE reserves the right to limit one photo per local organization and one photo per article in each issue.
- Good quality hard copy photos, not to exceed 4" x 6" may be submitted. Only photos accompanied by a self-addressed stamped envelope will be returned.

IMPORTANT!

It is critical that members update their address and email information on the New York State Women, Inc. website. The state database is used to mail all NIKE issues. NIKE is charged for each issue returned by the U.S. Postal Service.

General questions regarding NIKE and articles, features, announcements, photos should be directed to the NIKE Editor.