



NIKE Overview

NIKE is the official publication of NYS Women, Inc. and is distributed four times a year to every member in good standing of NYS Women, Inc.

Our Purpose

To provide a communication link between NYS Women, Inc. (NYSW) and its members to inform, educate, excite, challenge and enlist every member in support of NYSW programs, events, and advocacy activities

Our Mission

To publish a professional magazine that adds value to NYSW membership; promotes the goals, objectives and programs of NYSW and offers information and resources to working women.

Our Goals

- To communicate to all members NYSW programs, actions and events;
- To be a resource for personal and professional development;
- To recruit new members;
- To be a resource network for members;
- To promote local organization news and activities;
- To be a source of information on issues affecting working women;

Focus Theme

The NYS Women, Inc. mission is: To Build Powerful Women Professionally, Personally, and Politically. The organization's mission statement shall be incorporated into each issue of *NIKE* through articles and features that focus on each component.

NIKE Content (subject to change)

Each issue will contain:

- Message from the president and *NIKE* editor
- Calls to NYSW board meetings, annual conferences with details of programming, workshops, etc., including registration and reservation forms
- Could also include recap of annual conference: actions, competitions, awards; nominating committee report with bio and photo of candidates and upcoming resolutions, bylaws changes, legislative platform to be acted upon at the annual conference; youth leadership program and other NYSW development programs; Women's History Month and Pay Equity Day.
- Legislative watch on state and national issues
- Officer and committee reports, as necessary
- Chapter and region news
- Articles and features focusing on NYS Women, Inc. mission statement themes

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

Article Submission Deadlines

- September issue – due July 15th
- January issue – due October 15th
- March issue – due January 15th
- May issue – due March 15th

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 NYS Women, Inc. *NIKE* is distributed for information purposes only, with the understanding NYS Women, Inc. nor the individual authors is offering legal, tax or financial advice.

Permission is granted by *NIKE* to reprint articles in local or district newsletters when credit is given to *NIKE* and NYS Women, Inc.

General Guidelines

Articles and features submitted generally range from 650 to 1,000 words.

Chapter and Region News

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

Officer and Committee News/Reports

- Subject matter should be addressed to chapter members with information necessary to address members' needs and focus issues
- 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 by 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.
- For good reproduction of photos in the magazine, 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, may also 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 NYS 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 editor:

Questions about your article submission, photos, ads, or mail? Contact:

NIKE editor
pr@NYSWomeninc.org

Questions about chapter and region news or photos? Contact:

NIKE associate editor
pr@NYSWomeninc.org

*Send advertisement and sponsorship payments, and Allstar contributions to *NIKE* business manager:*

NIKEmgr@NYSWomeninc.org