



Lindi Carrington
Editor

Making the most of the Spotlight newsletter

Spotlight East is our 'virtual newsletter' written by our members to:-

- Celebrate their latest flower arranging activities
- Share information which might be useful to other clubs/members.
- Provide a network and sense of community despite the geographical distance between clubs.
- Become part of the East of England Archive.

Spotlight **does not include posters** or publicity material for forthcoming events as these are already available in the events section of the website, which is continually updated.

It is published four times a year; at the beginning of **March, June, September and December**; and can be accessed from our website by clicking on the Spotlight newsletter under the new **News** menu. Copy deadlines are usually in the 3rd week of the preceding month but are always confirmed in the final paragraph of the current edition.

Any member can contribute – you do not need to be a club officer / committee member. The contributions are collected and formatted by the Editor who is a member of the media team.

Content - We want to hear about your special occasions: Open meetings, anniversaries, fundraising, workshops, festivals, club outings etc. We don't usually include reports on monthly meetings unless there is another aspect which makes it special, eg presentation of awards, a new demonstrator etc. From time-to-time gardening related articles which relate to flower arranging are included.

Submission - email your contribution to the Editor - newsletter.nafaseast@gmail.com well before the deadline if this is possible. This helps in the planning and page allocation of the newsletter. Do get in touch if you will be submitting very close to the deadline or if you are unsure whether your topic is suitable, or if you need some help.

Format - the written part should be a **Word** document attached to your covering email. It can be of any length from half a page to a couple of pages but should contain more detail than a Facebook post. Photos are important to Spotlight. They should be in **JPEG** format, also attached to the email. **Please do not insert the photos into the text.** Make sure that you have identified the subject of the photo (who the people are or whose design it is; number the photos if necessary) and that, where possible, you have not included background clutter which distracts from the image.

Credits - Tell us who took the photos and whose design it is so that we can give appropriate credits. It is the responsibility of the person submitting the article to make sure that they have both the **designer / arranger and the photographer's permission**. Many people are delighted to share their work; others will specify a limit as to what you can share, eg no more than two designs / details but not complete designs / not the whole final stage. Working within these limitations, it is still possible to produce attractive illustrations with your article.