



NEWSLETTER PUBLISHING GUIDELINES

Guiding Statements

To develop strong partnerships with all stakeholders to ensure the safety, well-being and holistic development of all students, including those in Boarding and Homestay arrangements.

Newsletter Publishing Guidelines

In line with ACS (International)'s philosophy to provide a quality monthly publication, the objectives and the key points to note are as follows:

Objectives

- To publish staff news, important notices, and commendations lists
- To feature post-event reports on student successes, and school events and activities, as well as specific matters related to Christian Ministry, PSP, CCAs, Sports, Higher Education, hostel-specific, international students and alumni, among others
- To provide information on upcoming school events and partner events (subject to the Principal's/SLT's approval)

Key Points to Note

Timeliness

Post-event reports should be recent happenings that have taken place or achievement results received around 4 weeks prior to the upcoming published date, e.g. for 3 August issue, the events took place close to the period between 3 July and 2 August.

(Note: Any last minute submission is accepted on case basis.)

Competition achievement levels

The school is proud to announce place getters or Gold/Silver/Bronze awardees at local, regional and/or international academic or non-academic competitions, where the achievement has reached a certain standard.

(Note: 'Participation' levels will usually not be reported.)

Student/Parent submissions

Submissions on achievement report on external competitions, research, etc., from students/parents to any staff member (who would be their main point of contact), will be forwarded to the Principal for publishing consideration. The school will consider sharing notable achievements. The school will also look to balance reporting of student achievement i.e. a student may have up to 1-2 articles published about them in a calendar year. The school will also evaluate the overall number of submissions and length for the newsletter and decide to edit as necessary in order to keep to a quick read format.

The Principal's decision about what is published is final.

Writing pointers for post-event reports

Submission format: All contributions should be provided in a publishable *word document format including tables, if appropriate. The publishing team will not extract information from any documents/files submitted or craft any writeup on behalf of the contributor, in case of misrepresentation.

Basic information: Contributors are encouraged to adopt the 5W1H (who, what, where, why, when and how) approach where appropriate – the basic being the date of the event and the number of participants – for a more insightful read.

<i>Prepared By</i>	<i>Approved By</i>	<i>Review and Revised</i>	<i>Reviewed by</i>	<i>Next Review</i>
Comms	SLT		SLT	T1 2023

Story angle: Other than reporting on results, all contributions should be reflective in nature where appropriate (e.g. how the student contributor feels about attending a workshop) and not mere event reporting.

Photos: To ensure a good balance of the text (i.e. the writeup) and photos, more photos can be submitted (and used as fillers if need be), as images in jpg or tiff format, and should NOT be embedded in the word document (of the text). Photos with "fingers" signs will not be featured. If captions are necessary, please provide at the time of submission. For photos featuring two or more people, please ensure that **safe distancing has been observed.

Permission: Contributors who include photos of personnel who are not staff member or student of ACS (International) are to obtain their permission prior to submission, with a liner as photo caption: Published with permission from (name and organisation of person).

Acknowledgement: Contributors who would like to be acknowledged are to include name, year group/House (for students) and designation.

Copyright: Contributors are deemed to have granted ACS (International) the copyright to publish their contributions in the issue as indicated and to reproduce/further edit the published content for other school-related publications in any form or by any means.

Role of the Publishing Team

- Edit the text for clarity, language, style and consistency
- Send the edited text (if need be) for the contributor's prompt confirmation
- Select suitable photos to accompany the text
- Work on the layout of the text (with or without photos)
- Repeat all the above steps for each writeup
- Send the final draft of the entire issue to the Principal for vetting
- Make due amendments to the text and layout, and replace photos (if necessary) of the entire issue
- Finalise the entire issue and prepare the hyperlinks
- Upload the issue to the website
- Send an email about the published issue to parents, guardians and students, plus another to all staff

For enquiries and/or feedback on the newsletter, please email acsinternational.communications@acsinternational.edu.sg

The publishing team (headed by the Principal) reserves the right to reject any contribution that does not comply with the publishing guidelines.

* materials in pdf format will not be edited and will be rejected if the guidelines are not adhered to.

** in line with prevailing COVID-19 safe management measures