

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

2007 LIFE

Press Kit

June 2007

Chapter ‘Reporter Kit’

L.I.F.E. wants to know what great things are going on in its Chapters and we need our Chapter Reporters to tell us! We want to highlight all the fun and exciting things you’re doing in your meetings, so we can share those with other Chapter Members around the world. We may be posting your stories and photos in the L.I.F.E. newsletter, *L.I.F.E.Style*, or on the L.I.F.E. website for everyone to enjoy and get ideas from.

What kind of ‘Reporting’ are we looking for? Nothing professional for starters, so don’t think you need to have terrific writing skills, be a great storyteller, or be a fantastic photographer. We just want you to be our ‘eyes and ears’. So we’ve listed some areas and ideas to get you started. Once you’ve put together a story or have photos, we’d like you to mail them into L.I.F.E. National Headquarters. The attached page will get you started.

That said - here’s what would make great ‘copy’!

STORIES

- Story Type:** We’re looking to know if something special is happening in your Chapter. What’s special? It can be anything, like:
- A wedding in the store
 - A 100-year birthday celebration
 - A special activity the Chapter is participating in, like a charity or volunteer activity
 - Chapter milestones (reached 50 members, 1 year anniversary, etc)
 - Chapter outings (BBQ’s, exercise activities, etc)
 - Holiday events
 - Special concerts put on by Members
 - Interesting background stories on Members (WWII vets, Korean vets, etc.)
- Story Format:** Nothing fancy, just remember to get in the Who, What, Where and When, and How of the story.
- Story Length:** Stories submitted should have a word count of anywhere from *50 to 300 words*. This does not include the Title or your Byline.
- Story Title:** Chose a Title for your story. It can be something clever, fun, or simply straightforward like, ‘**L.I.F.E. Buffet Bunch Volunteers for Toys For Tots**’, or ‘**Happy 100, Loretta!**’
- Story By-line:** Your name.

PHOTOS

We're not looking for professional type photos, so don't feel intimidated in taking them. We do though, want to make sure the photos are of good quality – focused, well lit, and that we can see faces.

Photo Type: Pictures can be sent as individual prints, or you can send in a CD of your pictures. L.I.F.E. would prefer to get your photo's on a CD. This makes it easier print. However, if putting the photos on CD means you and your Chapter can't enjoy them, because you can't print them from a computer – then by all means, have them developed into regular prints and send us a copy.

Photo Quality: Make sure your pictures are focused, well lit and we can see faces. If it's a group shot, make sure no one is cut out of the picture.

Photo Composition: What kind of photos is L.I.F.E. looking for? Be creative. We're looking for shots of our Chapter Members:

- Engaged in activities
- In group shots
- Individual members playing the organ
- Individual members playing the organ in front of the group
- Bringing in the food!
- At a concert
- With a Lowrey Artist
- Having fun, laughing, being silly, sharing music
- Performing 'Benchwarmer' duties
- At special events like birthday or anniversary celebrations
- Sporting their L.I.F.E. gear
- Reading the L.I.F.E. newsletter, *L.I.F.E.Style*

Describe Your Photos: Tell us who is in your pictures. Without labeling an event or who is in your photo, we won't have any idea of how to describe your shot. Include a short description on a piece of paper and attach it to your photo.

Send Photos/Stories to: **L.I.F.E. Center**
825 East 26th Street
P.O. Box 1270
LaGrange Park, Illinois 60526.

Photo Return: Photos will not be returned, so please make sure if there is a shot you just love and want for your Chapter, that you send us a copy only!

Chapter Story

Date: _____

Chapter: _____

Chapter Reporter: _____

Store Sponsor (if any): _____

Title: _____

By-line: _____

Story: _____

(Please keep word count between 50-300 words)

