



Your Club's Web Site: A Quality PR Tool

Thursday, July 5

2 p.m.- 3 p.m.

Indiana Convention Center, Rooms 203 & 204

Moderator: International Director Ben Ward

Speaker: Nancy Prater, Web editor/communications manager,
Ball State University

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Note:

- To download a copy of this seminar handout, visit the PR Corner (located under the Headquarters and Resources section) on the Lions Web site at www.lionsclubs.org.
- The name of the book that Nancy Prater gave away is "Easy Web Page Creation" by Mary Millhollon with Jeff Castrina.

Biographies



Moderator:

International Director Ben Ward
Lions Clubs International

B.J. "Ben" Ward, of Erickson, Manitoba, Canada, was elected to serve a two-year term as a director of The International Association of Lions Clubs at the association's 82nd International Convention, held in San Diego, California, USA, June 28-July 2, 1999.

Director Ward is a retired schoolteacher and administrator.

A Lion since 1959 and a member of the Brandon Lions Club since 1969, Director Ward has held many offices within the association, including club president, zone chairman, region chairman, multiple district membership chair, multiple district convention chair and district governor. In addition, he has served as Lions leadership chairman, Lions-Quest chairman and director of the Lions Foundation of Canada Dog Guide School.

In addition to his Lion activities, Director Ward is active in numerous professional and community organizations.



BALL STATE
UNIVERSITY.

Speaker:

Nancy Prater, Web editor and
communications manager,
Ball State University

Nancy Prater is the Web editor and communications manager for the University Relations Department at Ball State University in Muncie, Indiana, USA. Prater also teaches a course titled "Design for New Media" at the university. Previously she was the new media manager for a group of newspapers in Indiana, USA. Prater became very familiar with Lions Clubs International and the community work they do when working as a reporter for the Carthage (Missouri) Press.

Prater holds mass communication degrees from Missouri Southern State College and Texas Tech University.

Presentation

The following is from seminar speaker Nancy Prater's presentation. These pages include important tips that you may follow as you develop your club's Web site.

Note: To view the presentation, you must go to <http://www.lionsclubs.org/English/PRCorner.html> to download it.





FYI

Definition of terms, resources available on Lions Clubs International Web site and explanation of LionNet.

Internet Glossary

Adobe Acrobat

Adobe Acrobat is a file reader that decodes documents to the portable document format. Adobe Acrobat can be downloaded for free at www.adobe.com/products/acrobat/readstep.html



Browser

A **browser** is software that enables personal computer users to navigate the World Wide Web and to perform various operations once linked with a site. The two most often used are Netscape Navigator and Microsoft Internet Explorer.

Chat Room

A **chat room** is a Web site that enables computer users to message each other in an online conversation.

Cookie

A **cookie** is a term for special information about an individual computer user, stored in a file on a hard drive, and usually accessed by a server when the user connects to a Web site.

Domain name

The **domain name** is the address or URL of a particular Web site, listed at the right of the @ symbol in the address. It includes a suffix defining the type of entry, such as .com for commerce, .edu for education and .org for organization.

Download

Download is the process in which data is sent to your computer.

Dpi

Dpi stands for dots per inch, a measure of print and screen resolution.

e-mail

Short for electronic mail, **e-mail**.

FTP

FTP is an acronym for file transfer protocol, a common procedure for transferring files on the Internet.

HTML

HTML is an acronym for hypertext markup language and is the coding language used to create documents for use on the World Wide Web.

HTTP

HTTP is an acronym for hypertext transfer protocol, which is the protocol for moving files across the Internet. HTTP is the most important protocol used in the World Wide Web.

Hyperlink

A **hyperlink** is a link in the text of one Internet page to another page.

home page

The **home page** is the “front” page of a particular Web site.

Internet

The **Internet** is countless networks and computers interconnecting from around the world, allowing millions of people to share information.

intranet

Intranet is a private network within a company or organization, used for internal purposes only.

Mac

Mac is short of Macintosh Computer, a popular model of [computer](#) made by [Apple Computer](#), introduced in 1984.

logon or log on

Logon, used as a noun or adjective, refers to the procedure to gain access to a network. **Log on**, used as a verb refers to the process.

Online

Online, used as an adjective or a noun, references features on the Web site or when one is logged on to a network.

PC

PC is short for [personal computer](#) or [IBM PC](#). The first personal computer produced by [IBM](#) was called the PC, and increasingly the term PC came to mean IBM or IBM-compatible personal computers, to the exclusion of other types of personal computers, such as Macs.

PDF

PDF stands for portable document format, a file format for Adobe Acrobat Reader.

URL

URL is an acronym for uniform resource locator, an Internet address. For example, www.lionsclubs.org.

WWW

WWW stands for "World Wide Web." This is not a synonym for the Internet. The World Wide Web is a subset of the Internet that is used in Web addresses.

Web

Web is short for the World Wide Web.

Web master

A **Web master** is the person who maintains a Web site.

Web page

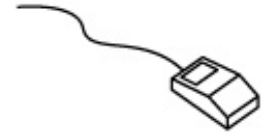
A **Web page** is the basic building block of the World Wide Web.

Web site

A **Web site** is a location on the World Wide Web. It is a collection of Web pages from a particular individual or organization. For example, www.lionsclubs.org is a Web site; each individual section is a Web page.

Resources Available on LCI Web site

There are several resources available on the Lions Clubs International Official Web site.



Logos

By clicking on the "Publications/Logo Library" and selecting "Logos," you will find several association logos such as the Lions club emblem. These logos are available for use on your club's Web site. Please review the "Usage Guidelines" prior to downloading logos.

Club Fact Sheet

Located in the "HQ and Resources" section and selecting "PR Corner" and then "Promotional Tools" you will find a template for a club fact sheet. Use this template to develop a club fact sheet for your Web site and also as a handout for your club.

Online Newsletter

Each month, the Online Newsletter contains information that Lions should know. Feel free to use this information in your club's Web site.

Please note: If you use this information for your Web site, be sure to update it.

Links

Your club is allowed to link to the Lions Clubs International Web site, however, Lions Clubs International cannot link to your club Web site. If your club is interested in linking to a group of Lions Web sites, please visit the LionNet Web site at www.lionnet.com. A link to LionNet is on Lions home page.

LionNet Fact Sheet



What is LionNet?

Located at www.lionnet.com, LionNet International is a network of Lions club members that promote the idea that clubs, districts and multiple districts should utilize the internet for publicity, Lions information and communication.

LionNet is also a place to list your club Web site so other clubs, districts and multiple districts can contact each other.

What languages is the LionNet Web site available in?

The LionNet International Web site is available in English, Finnish, French, Italian, Portuguese, Spanish and Turkish. The LionNet Web site also has a text only version.

How is LionNet organized?

LionNet is broken into sections by geographic locations, and each includes the following categories: LionNet Nodemaster, Multiple District, District, Club, Lioness, Leo Club and Special Projects.

Who operates LionNet?

LionNet is managed by Lions in different parts of the world who are known as "administrators." A list of the LionNet administrators and their contact information can be found on the LionNet Web site.

What is a LionNet "node?"

The LionNet structure is comprised of "nodes" beginning at the national level and branching out to the state or provincial area. The national nodes list and link to the state/provincial nodes for that country. The state/provincial nodes link to local and district Lions Web sites. Each node coordinates Internet projects in its area as well as assists clubs to gain the benefit from using the Internet as a promotional and communications tool.

Nodes are managed by NodeMasters who maintain active contact with local Lions district officers and promote the use of the Internet as a tool for Lions.

Is there a charge for LionNet's service?

LionNet International does not charge any Lion for their involvement in any way. LionNet is fully supported by volunteers and generous supporters directly, therefore, LionNet does not maintain any matters of finance.

How can I get involved in LionNet?

If your country, state or province doesn't have a LionNet node, you might be the one to create one. For more information, please e-mail contact@lionnet.com.

How can I get started on LionNet?

To submit your Lion Web site to be included on the LionNet Web site, visit the LionNet Web site for specific submission information.

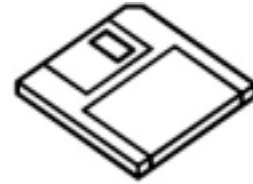


Resources ---

The following pages contain resources to help you get started on developing your club's Web site. Please note that the resources provided in this booklet are suggestions of places to obtain information and are not supported by Lions Clubs International.

Colors

Color is an important factor in determining the look of your Web site. First impressions of your site are based on a number of factors: color is among the most important. Picking colors for your Web site can be an uncertain and sometimes frustrating process.



There are 216 safe colors out of a possible 256 because the remaining 40 colors vary on Macs and PCs. By eliminating the 40 variable colors, this palette is optimized for cross-platform use. Other color combinations are possible, but these 216 colors appear the same on a variety of computer platforms.

One other factor to keep in mind when choosing colors is to be sure that there is enough contrast between your text and background color, and that the screen color or text color isn't too bright for the viewers eyes.

Following are some examples of color combinations for good contrast:

- Brown on bright yellow
- Dark red on light gray
- Green on white
- Yellow on blue
- Dark grey on light gray
- Black on white
- Red on white

There are some good Web sites that list Web safe colors and also let you test color combinations. Visit the following Web sites for more information:

- www.lynda.com/
- www.hypersolutions.org/pages/colorsel.html
- www.bagism.com/colormaker/colormaker-original.html
- <http://www.simonow.com/websafecolors216.htm>

Software Recommendations

From Nancy Prater

For the do-it-yourself Web master—
software packages for creating Web sites



Microsoft FrontPage 2000 (Available in PC versions only)

This software allows inexperienced Web builders to create fairly sophisticated sites without any coding. In addition to making Web pages, this software allows you to create advanced features like feedback forms and discussion boards. Computer users familiar with Microsoft Word or other Microsoft products will find the user interface familiar. The program provides some features that rival the more expensive tools on the market, and anyone with a little Web savvy can start producing sites right away. For the beginner, FrontPage has ready-made design themes that you can use to create your site.

Price: US\$150

Macromedia Dreamweaver (PC and Mac versions available)

For designers, Dreamweaver is often the Web building tool they like best. Dreamweaver has often been lauded for its easy-to-use but powerful visual editing environment. The program is not as easy to use as FrontPage, but is still not too difficult for beginners.

Price: US\$300 (or US\$450 if you get Dreamweaver bundled with Fireworks, a Web graphics program also made by Macromedia. Fireworks is definitely for an advanced user.)

Macmillan Web Page Construction Kit 6.0 (Available in PC versions only)

This Web building software has an interface that incorporates larger icons, vivid colors and overall user-friendly functionality. The kit packs a powerful punch for the novice looking for design ideas. Nearly 50 unique themes are available for the Webmaster, along with more than 10,000 graphics, buttons and animation files. For consistency, any theme can be carried out page after page. Because of its low price and introduction to some important Web design technologies, this suite would work well as a first step for the beginner.

Price: US\$30

Netscape Composer (PC and Mac versions available)

Netscape provides its own free Web building software that is fairly easy to use, but does not have the advanced features or site management functions that the other software listed here has. However, you can put together a fine, simple Web site with it. Plus, it's a good introduction on how to make a Web site. I recommend if you use this, to go to a bookstore (or online to a bookstore) and find a book that will tell you how to use Netscape Composer.

Price: Available free with Netscape 4.x browsers. It is NOT available with the new release of Netscape 6.0.

NOTE: For more information/reviews for these products, visit www.cnet.com.

Free Web Site Hosting

Web Site Hosting is the service that provides the computers or servers on which the Web site runs. There are several services available free of charge and also for a small fee.



The first place to check is with your Internet Service Provider (ISP). Many ISPs offer free Web space, such as America Online (AOL). However, some ISPs offer less space than others. If you think you need more than what they offer, there's another option—free Web space providers.

Free Web Space Providers

Web space providers generally have a few rules, known as Terms of Service (TOS). The rules are pretty standard, but make sure you read them, just in case there is something in the rules that you don't like. For those who are not Web savvy, many of the free Web space providers offer utilities to help you build your Web site. One way to find free Web space is to do an Internet search using the words "Free Web Space."

Following is a list of free Web space providers:

- ACME City: www2.warnerbros.com/web/acmecity/new.jsp
Allots 20 MB of Web space

- Angelfire Communications: angelfire.lycos.com
Allots 5 MB of Web space

- Crosswinds: www.crosswinds.net
No limit on Web space

- LionWap: www.lionwap.org
Service sponsored by MD 118 who work in conjunction with LionNet. For more information visit the LionWap Web site

- Red Rival: www.redrival.com
Allots 20 MB of Web space; can purchase more Web space if needed

- Talk City: www.talkcity.com
Allots 12 MB of Web space

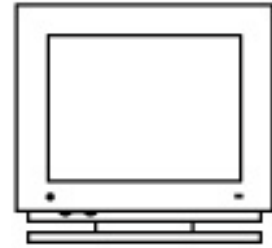
- Tripod: www.tripod.lycos.com
Allotted disk space unknown

- Yahoo! Geocities: geocities.yahoo.com/home
Allots 11MB of disk space

Alternative Web site Possibilities

Other Web site Hosting

There are several hundred places that offer to host your Web site for a fee. Many of these services also offer a template for you to input your club's information.



- You can also search for Web site hosting places by doing an Internet search with the words "Web site hosting."

Ideas

If you are looking for alternate options to having a club member create and maintain your Web site, there are other options available to you.

- Hire a design firm to create and host your Web site. Please note that hiring a professional firm can sometimes be costly, so investigate all options before committing to a service.
- Contact your local school (high school or community college) to find out if students could assist your club in developing a Web site. Many schools assign students projects, and your club's Web site can be a perfect project!

Web site Reviews

The following pages are taken from the May 2001 and June 2001 "Web Content Report" published by Ragan Communications. Please review the Web sites and the critiques provided by the "Web Content Report" writers to see what makes a good or bad Web site.



Please note, that we could not copy these pages for Web viewing. To view the Web sites that were listed in the Web Content Report, please visit the following Web sites:

www.gsusa.org (Given an A- rating)

www.pscu.net (Given a C+ rating)

www.asu.edu (Given a B rating)

www.ymca.net (Given a C+ rating)

www.arkonchildrens.org (Given a A- rating)