

## **A guide to getting information posted to the PGIA website**

The Panama Gateway website is moving from its Phase One re-launch in 2016 into Phase Two, bolstering content on the site. One of the ways the Executive Board would like to make the content more robust is to begin receiving content for the site from the membership. That content falls into four general categories:

1. **News & Information:** News about Panama Gateway members/sponsors or news that would be of value or interest to them. These pieces will be in a narrative (story-telling) format.
2. **Conferences & Events:** Conferences, workshops, webinars or other events Panama Gateway hosts or that our members/potential members would have interest in attending. This could be in a narrative or a list form.
3. **White papers and articles of interest:** Authoritative papers that enhance general business knowledge or an understanding about global trade, especially as these topics relate to Panama.
4. **Commentary:** Perspective pieces, available only on the PGIA site, that bring an increased depth of understanding to the PGIA mission.

The Board wants to make it easy for you to share your information. All you have to do to get your information on the site is answer the questions below and send them to Tom Oder at [toder@wwediting.com](mailto:toder@wwediting.com), the Panama Gateway secretary. Tom, who is also a professional editor and manages the content on the site, will convert your information into a story form for the site, send it back to you for you to review and, once the review process is complete post the content on the site.

### **Here's your cheat sheet**

1. Who?
2. What?
3. When?
4. Where?
5. Why?
6. Maybe ... How?
7. Always, a quote from a person who is key to the story/event.
8. When possible, a photo or video.
9. When appropriate, links to additional information.
10. When appropriate, contact information (such as the name/email/phone of a person who is coordinating an event).

Here are additional guidelines for effectively sharing your information with the Panama Gateway membership, potential membership and interested parties (using the format above!):

1. Who should send information: Generally ,a subject matter expert or an event organizer or his/her designee. But, essentially, anyone!
2. What type of information is needed: Basically any information that would be of interest to the Panama Gateway audience. That includes, but isn't limited to, events such as conferences, trade missions (to the United States from Panama or to Panama from the United States), awards or recognitions to PGIA members, news involving PGIA members who are attending events at which they are representing PGIA, news involving the Panama Canal (quarterly reports/annual reports), and maritime shipping news as that involves Panama or U.S. ports that are destinations of ships traversing the Canal.
3. When to share information. As soon as you know it before or after an event.
4. Where to send your information: [toder@wwediting.com](mailto:toder@wwediting.com)
5. Why share information: Because the website is like a living organism that needs to be fed. If people visit the site and see "old" information, it is a clear signal the site is not being maintained and the organization is not very active. Since prospective members often check out a website before deciding whether to commit funds or to become a member, outdated websites can be destructive to securing grants/donations or to adding new members.
6. When we have social media (it's coming!), live reports from events, including photos and videos, should be posted on the website in real time. Social media is also an effective and critical tool in driving audiences to the site. More on that when we have this capability.
7. If you prefer to write your own narrative, that is great! Please keep the length to 400-800 words.

Once I have your information, I will write a narrative (or edit your narrative), contact you with any questions and send you a draft of what I have written or my edits so that you can make any necessary corrections or offer additional information. When I receive your changes, I will make those corrections and post the story/information to the site.

### **Cheat sheet for commentaries**

Commentaries are a bit different from the other three categories. For one thing, they are always a narrative. The length is 400-800 words. As stated above, they offer perspective on matters of great relevance to the PGIA audience. They can be written by anyone, including prominent people who are not members. The commentary by Panama Canal CEO Jorge L. Quijano, the Canal CEO, is a case in point. It emphasizes that the Canal expansion is a proud moment in Panama's history and then explains why, including the impact the expansion will have on changing sea routes.

As a guideline for offering a Commentary suggestion, please follow these guidelines

1. Contact me to discuss your idea.
2. We'll go over the merits.
3. Decide if it "works" for the site'

4. Determine the best approach to writing it.
5. Decide on a deadline.
6. Discuss how to market it to the Panama Gateway audience.

#### About me

For those of you who may not know me ... I am the Panama Gateway secretary and maintain the website. By maintain, I am the point person for posting content to the site. By way of background, I was a senior editor at the Atlanta metro daily and for parent company Cox Enterprises for 35 years. In 2005 I won a national award for new media innovation from the Newspaper Association of America. In 2009, I retired from Cox and started my own company, Worldwide Editing. The company's focus is global, I am an active member of the Global Commerce Council (GCC) of the Metro Atlanta Chamber and have helped the GCC produce two reports for the Global Cities Initiative, a joint project of JP Morgan Chase and the Brookings Institution. The goal of the initiative is to help U.S. metros become more globally competitive or, in the sponsors words, more globally fluent. One of those reports, a Metro Export Plan for the 29-county metro Atlanta region, won a Phoenix Award from the Georgia Chapter of the Public Relations Society of America.

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