

Hello, New Jersey CKI Editors!



Include a caption for your photographs so your readers know what's going on in them.

BY AUTHOR'S NAME
POSITION/COLLEGE

You've been elected or appointed as editor of your Circle K club. Congratulations! This job allows you to explore your creative side as well as your communicative side. Sure, producing newsletters can become tedious and time-consuming but, with the right tips and advice, you'll find creating your publications fun and easy! Hope-

fully, this Editor's Edition of the Cirkling will help make creating and publishing your newsletter a piece of cake (I never really got that saying—does it mean it'll be delicious?).

This newsletter covers topics such as obtaining articles (one of the biggest difficulties an editor faces), printing, graphic standards, and much more! You'll see tips from past district editor Elizabeth Connelly

(2007-08), editors from other districts, and our International Sub-region Representative Kristen Reed! There will also be plenty of examples for you guys to check out in this newsletter.

If you still have any questions or want some assistance with absolutely anything, feel free to email me at jennifer.hsieh@gmail.com or call me at (908) 240-8989. I'll be more than happy to help you out and answer your questions! ■

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What's Inside?

A Table of Contents organizes the information in your newsletter and gives it structure.

Your readers will be able to quickly and easily locate specific articles and/or sections of your publication.



The Key to Article Submissions

BY ELIZABETH CONNELLY
PAST NJCKI DISTRICT EDITOR

When it comes to publishing a newsletter, it would mean nothing without articles. So who do you turn to and how do you get them to send them in on time?

Your executive board is an obvious choice to ask for articles. You can limit yourself to just the elected positions, or, if your club has committee chairs, you can ask the whole board. Besides talking to your club board, extend your requests to the District Board. They are there ready and willing to help. Also, include the general members by asking for, or even just assigning, an article. You can even look farther into the hierarchy of Circle K or other parts of the K-Family. Your Sub-Region F Representative is just as willing so assist as your District board, and usually has articles on reserve to suggest! Consider contacting your sponsoring Kiwanis club or district editor about swapping articles. If there is a local Key Club or Builders Club, try doing the

same! This will also help to build a relationship with your local K-Family.

With requesting articles, I'm sure asking your executive board and general members is the easiest way to do this. However, you may still want to send an email as a reminder that they can check (when they forget :P). This will most likely be your preferred way of contacting other people within the K-Family. Within my emails, I always gave suggestions for topics, since this usually makes it easier for the other person to commit and write the article. It saves them the trouble of having to think of a topic themselves.

You should communicate to your 'authors' at least a few weeks before you need the articles. This will give everyone enough time to write an article without being pressed for time. Don't be nervous about asking for articles!! Most people love to help and wouldn't mind contributing to your publication. Also, letting them know an approximate word limit is also helpful. Good Luck! ■

Setting Deadlines

An important part of getting articles in on time is setting a deadline! Procrastination is a common problem and without deadlines we'd never get anything done!

Make sure people know when your next newsletter publication date is. A recommended deadline date is at least two weeks before your newsletter is due to be published. Give plenty of time for members to submit articles!

Don't forget to send friendly reminders as well! Once someone reads over an email there's a good chance it'll leave his or her mind within a few minutes.

Remind them that articles should be submitted by the deadline, but be flexible!



When it comes to **assigning topics** for articles, remember who you are requesting an article from. Try to match up topics with specific positions. Are they a treasurer? Have them write about collecting dues! Another option is asking members to write about a recent CKI event they attended!

Introducing... Graphic Standards

BY CARL FRIDH
FLORIDA DISTRICT EDITOR

Not only does your newsletter have to have good stories, it has to look good as well! That is where graphics standards come in. In 2006, CKI created a new, universal graphic standard for the organization. When making a newsletter, it should be aesthetically pleasing. Using CKI's official graphics standards can help out with making a good looking newsletter. Not only is it simple to pull off with using the AutoShapes feature inside programs like Microsoft Publisher, but it gives your newsletter the professional presentation that is expected from CKI.

A phrase I used while campaigning for Florida District Editor was, "Is it something I want to read on the toilet, or am I staring into the toilet?" This is a question every editor should ask themselves each time they create a news-

letter. While it is important for your newsletter to have the straight facts, the newsletter should look aesthetically pleasing. The reader shouldn't have to strain their eyes just to see what's up.

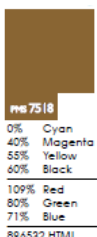
And while we are on the subject of presentation, it should be a no-brainer to editors that proper spelling and grammar is a must. I don't think anybody would want to read about what's happening "over they're," but rather, something happening "over there."

Back on track, CKI's graphic standards should be used as a foundation for your newsletter. Should you follow them word by word? Not necessarily. Each newsletter should have its own "charm" so to say. Experiment with colors, shapes, or accent fonts; it doesn't hurt to make your newsletter have some individuality. But remember to keep it easy on the eye and you'll have a great looking newsletter!" ■

Color Your World CKI

Primary color

Use the chocolate color (shown at right), which is Pantone Matching System (PMS) color 7518, in CKI materials. You can accent it with one or more of the colors below.



Accent colors

One or more accent colors should be used with the chocolate color above.

ms 644	ms 636	ms 7416	ms 187	ms 376	ms 144	ms 668
42% Cyan 15% Magenta 0% Yellow 6% Black	45% Cyan 0% Magenta 9% Yellow 0% Black	0% Cyan 60% Magenta 60% Yellow 0% Black	0% Cyan 100% Magenta 79% Yellow 20% Black	50% Cyan 0% Magenta 100% Yellow 0% Black	0% Cyan 48% Magenta 100% Yellow 0% Black	65% Cyan 64% Magenta 0% Yellow 30% Black
147% Red 177% Green 204% Blue	144% Red 215% Green 231% Blue	224% Red 104% Green 75% Blue	167% Red 25% Green 48% Blue	122% Red 184% Green 0% Blue	233% Red 131% Green 0% Blue	97% Red 77% Green 125% Blue
8782D8 HTML	83D2E4 HTML	F58466 HTML	C41230 HTML	8CC63F HTML	F8981D HTML	514E85 HTML

Logo colors

BLACK	ms 295	ms 872	ms 4505
	100% Cyan 56% Magenta 0% Yellow 40% Black	Metallic for two color printing	0% Cyan 15% Magenta 78% Yellow 26% Black
	0% Red 47% Green 95% Blue		152% Red 134% Green 66% Blue
	00447C HTML		81959A HTML

To recreate the CKI color palette in Microsoft Word:

- Click appropriate color fill box.
- Click "More fill colors" at bottom.
- Enter values of colors.

Recommended Fonts

Headers and Sub-headers
Century Gothic

General Text
Goudy Old Stout

Accent
Flomotion
(other options: Juice, **GOUDY STOUT**, Tempus Sans, or *Viner Hand ITC*)

Download Fonts @ <http://dafont.com>

Check Out the Official GRAPHIC STANDARDS MANUAL!

http://slp.kiwanis.org/CircleK/Libraries/Graphic_Standards_and_Logos/Graphic_Standards_Manual.sflb.ashx

How to Lay it All Out

BROUGHT TO YOU BY KRISTEN REED, SUB-REGION F REPRESENTATIVE

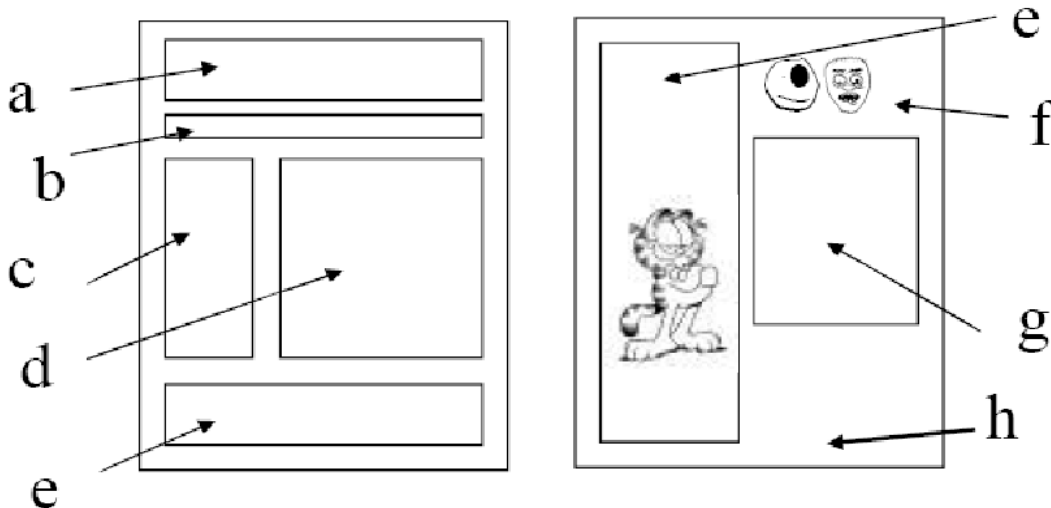
The layout and design of your publication is very important. In one single glance a member will choose whether or not you newsletter looks appealing enough to pick up and read. While changing fonts and adding clip art/pictures and color may be appealing to the eye, be sure not to go overboard. Too much of one thing will distract the reader and cause them to lose interest in the important information your newsletter contains. While you want to entertain the audience, it is still your job to inform them of what they need to know! ■

Necessities:

- | | |
|---------------|-------------|
| a. name | e. articles |
| b. labels | f. comics |
| c. menu/table | g. pictures |
| d. greeting | h. contacts |

Optional:

- member section
- advertisements
- facts/quotes
- random graphics



What Program Should I Use?

The answer is simple: Use whatever program you're comfortable using. The most popular programs are Microsoft Word and Microsoft Publisher (or Scribus for Mac users).

Microsoft Publisher is very straightforward and offers templates for creating newsletters! There are a multitude of tools you can use to insert text, pictures, etc.

Microsoft Word does not offer as many options strictly for publications, but it's a breeze to use. For more information regarding these programs, check out Elizabeth Connelly's article, Creating a Newsletter: Programs to Use, here: <http://njcirclek.org/newsletter-programs/> ■



When using **funky or non-traditional fonts** in your newsletters make sure to only use them for banners and article headers. As an editor, one of your top priorities should be to make sure that your readers understand and read the content in your issues. Funky fonts can sometimes make it hard to read the material. If a reader doesn't want to take the time to figure out the words, they may skip over a particular article that could be very important. (K. REED)

Pick a Theme!

How to Spice Up Your Newsletter

BY NICOLE SAGHY
UNIVERSITY OF MICHIGAN
EDITOR

One of my favorite things about being Bulletin Editor is the creativity that it allows. I enjoy thinking of themes for bulletins and weekly agendas. They provide a starting ground for finding activities that can be placed in the publications to spice them up a bit. In the beginning I struggled with finding themes that I liked and that I felt were applicable to a wide audience. It can be challenging because sometimes you may love an idea for a theme, like the TV show

Arrested Development, but not everyone is familiar with that so they may lose interest in the entire agenda. What I find works best is thinking of upcoming national holidays or pop culture events, like movies coming out. When How to Train Your Dragon debuted I made a Dream-Works themed agenda with lots of movies that everyone had seen and then included trivia on those movies. Even though it is not always a simple task, finding themes allow readers to connect with publication and can spark up conversations at meetings. ■

Reminder: Proofread Your Newsletter!

* PDF vs. DOC(X)

PDF, all the way. Not every one can open a .doc or .docx file, so be courteous and save your publication as a .pdf file! That way, it's accessible to all your readers! Most programs have the ability to save your publication directly as a .pdf file.

BetterWorldBooks
WWW.BETTERWORLD.COM



I take up space and advocate!

A Few Words of Advice from IP District Editor, Jen Goodin:

Keep in mind your audience.

Who reads my newsletters? A lot of people, that's who! Your first job is to keep your home club up to date. But you'll also want to keep in touch with your sponsoring Kiwanis club and your advisors. It may also be a good idea to send your school a copy every now and then to boost your image. If you get donations from local community members give them a shout out in your newsletter and hand them a copy.

To Print, or Not to Print



BY ELIZABETH CONNELLY
PAST NJCKI DISTRICT EDITOR

Congratulations!! You have worked hard putting together your newsletter. You have spent hours sending emails, putting the articles together, searching for pictures, and finding the perfect quote or comic and your publication is now ready to be enjoyed by your club members. The last step of this process is distributing your 'work of art' either by email and/or hard copy. I will go over the pros and cons of each for you to make the best decision!

Hard Copy: All of my Cirklings were distributed as a printed bulletin. I always enjoyed seeing my hard work in the hands of a reader. Printing your newsletter allows you to see that people are reading what you have made and that your work has an important place in your club. The downsides of the hard copy come from the printing process. If you or your club has access to free,



A great place to publish your newsletter online is <http://www.yudu.com> !
If you type out a link, readers will be able to click on it!

unlimited printing, you will not have to worry about costs. If you don't, it may be difficult and costly to distribute your newsletter by hand. Also, if you print too many issues, you may end up with wasted paper. Of course, if this happens, you can always send those copies to local K-Family clubs!

Internet: The internet allows for plenty of people to read your newsletter. If your club has a website, you can add a link to the document containing your publication. I did this with the Cirkling, so all of my bulletins can be found on the NJ District website. Besides displaying your newsletter on a website, you can also send it via email to the members or even just the link to the website. If your club emails the minutes/agenda to the members, ask your club president to send a reminder about the newsletter or attach it to the email. Unfortunately, we all know that these emails can go unread, so it is never certain that your club members will read the newsletter. On the positive side, you will save a lot of trees and won't have to deal with excess newsletters!

As District Editor, I employed a combination of these two choices, and so can you. While my combination was not 50/50—I focused a little more on the hard copy, here are some suggestions for a good split: maybe send the newsletter through an email to the club and just send hard copies to K-Family members or hand out so many copies at meetings but put a copy on the website. Just remember, you can choose to focus more on whichever form best suits you and your club's needs. ■



Who should I send my newsletters to?



Don't forget to send your newsletters to your sponsoring Kiwanis Club to keep them up to date! And of course send out your newsletters to all your club members, your district board, all the other clubs in your district, and ME! I love reading your newsletters and seeing all the creativity out there!

Know Your Counterparts

It's always helpful to know you're not alone. When it comes to creating newsletters you've got a handful of editors just like you who are stuck in the same boat. Reach out to them for a helpful hand and return the favor!

If you're in the need for articles, see if you can borrow one from a fellow club editor. It's always nice to report news from other clubs to your own and share ideas. Staying connected helps unite the district and you get to meet more Circle K'ers! Feel free to reach out to your District Editor as well. We've got a chock full of resources you're more than free to use. Got some empty space you need to fill up? We've got just the article for you! Remember, there's strength in numbers. Don't be afraid to ask for a little help from time to time. ■

Introducing, your 2010-11 NJCK Club Editors!



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K-Family Picnic

July 24, 2010

BBQ, Fun, & Service!

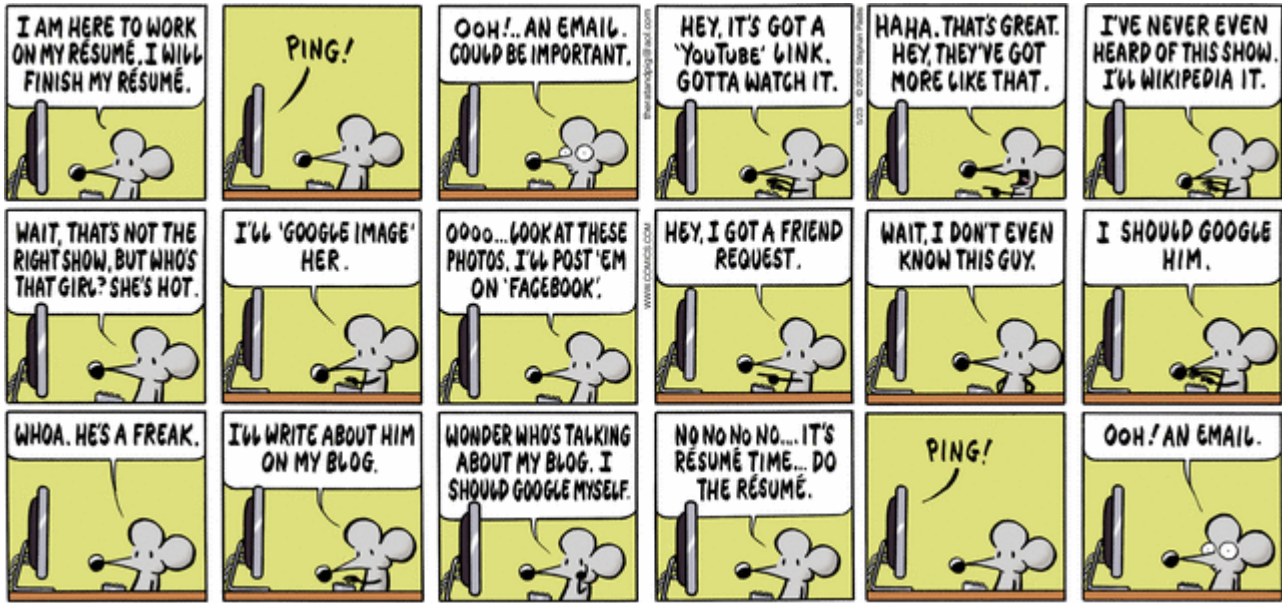


\$10
tickets

Oakhurst Park
Oakhurst, NJ

Why not include some **advertisements** for upcoming events? Keep your club and district informed!

Fun and Games



Keep your readers entertained with some fun and games! Include your favorite comic strips, some crossword puzzles, word searches (related to your theme if you have one), and/or Sudoku! Why not include some fun facts?

Check out

<http://slp.kiwanis.org/CircleK/Resources.aspx>
for more resources!

Become a fan of the
Cirkling on **facebook**

Don't forget to include the Kiwanis
and Circle K logo at the bottom of
every publication!



Kiwanis
Service Leadership Programs

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