

THE CIRKLING

New Jersey's Official CKI Publication



The Editors' Newsletter

NEW BRUNSWICK- Hey, New Jersey! This is your District Bulletin Editor, Jen Goodin, here to tell you about your (and my!) position within the Circle K hierarchy. We're editors, which means, naturally, we edit! Or to be precise, we produce newsletters on a regular basis (monthly, bi-monthly, etc.) to keep everyone informed as to what's going on in Circle K! On the one hand, typing up a few pages of news can be fairly simple: you gather information on events and paste in a few pictures. At the same time, though, you have to keep in mind your audience, your format, and the types of articles you assemble. Think of it as form of modern art- creative yet functional. A blend of subtle beauty and practicality. Take a glance at this special edition of The Circling to get some ideas.



From left: Meghan Jackson, Rider club editor; yours truly; Mr. Larry Meegan, NJ Kiwanis District Editor at the Club Officer Training Conference in March, hosted by Brookdale Community College. Photo: Dennis DiPasquale

Got empty space? Good! You don't want to overcrowd your pages so don't be afraid of a little bit of white. Pictures, little tidbits of info, upcoming dates of interest...whatever fits!

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<http://slp.kiwanis.org/CircleK/Resources/GraphicStandardsandLogos.aspx>

<http://slp.kiwanis.org/CircleK/Resources/Templates.aspx>

Refer to these sites for the CKI graphic standards you'll need. They list the colors, fonts, and logos you should use to make your newsletters look standard and professional.



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.

What's in a newsletter?

All the news that's fit to print. You can either write the articles yourself or have other members/ officers contribute. Ads for upcoming events, important dates, deadlines, and news from the District and other K Family members.

Please Please Contact Me!!!!

NJCKEditor@mail.com

I'll be asking you periodically for articles for the District newsletter.