

# Club Editor Training Packet

Within This Packet, You Will Learn the Basics of:

- Getting Started!!!
- Putting Your Publication Together ☺
- Distributing Your Newsletter

Volume 1, Issue 1

March 31, 2008

## Greetings NJ Club Editors!!!

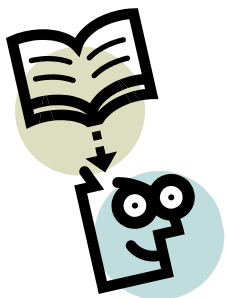
So, you've just been elected as your club editor!! CONGRATULATIONS!!!!!!!!!!!!!! This is going to be a fun-filled year of helping and informing your club through your publication. Now, for some of you, putting together newsletters may come easy due to prior experiences with such tasks, while for others the job of editor might be something entirely new. I hope that this package will help, or at least provide some interesting suggestions for, all of you.

Within this package, I plan on going through each part of the process in producing a newsletter. First, I'll start off with the basics of getting the information. Next, we'll go through the different ways of

putting it together. Finally, I'll give you some tips on how to distribute your hard work.

Please read through this information. If you have any questions, remember you can always ask your District Editor or even your club predecessor. They will both be great resources for you in the upcoming year. (If last year's club editor is graduating, make sure you get as much information from them before the year ends! Remember though, you will still have your District Editor!)

One more important piece of information: Don't forget to have fun!!! You have been given creative reign over informing your club about district and club happenings! **Good luck in the upcoming year!!!**



Living and Loving to Serve: Jersey Fresh Style,  
Elizabeth A Connelly

Elizabeth A. Connelly

2007-2008 NJ District Bulletin Editor

# Getting Started!!

## Create a TIMELINE for Due Dates!!!

One of my biggest character flaws is my tendency to procrastinate. Interestingly enough, I was able to get all my bulletins published and distributed on time! I owe this amazing feat to the timeline of due dates I created with my board at the beginning of the year. We discussed the best times of the year to distribute the Cirklings as well as when I should ask for articles to be due. As a result, although there was still some procrastination present, I was able to get the articles I needed in time to put together my publication.

*Check with your club's bylaws about how many newsletters to publish: the District Editor Award given at DCON uses that criteria in the awards process.*

I encourage you to sit down with your executive board, or at least club president, and discuss when each newsletter should be published and distributed. This timeline will be the best way to keep yourself in check throughout the year. Also, set dates for articles to be due. This

date should not be the day before the publication is set to be distributed! You need to make sure you have enough time to put together the newsletter as well as extra time for people to send in their articles. Trust me, most people forget when the articles are due and will get them to you a couple days after the article due date. You do not want to be stuck without articles the day before the newsletter is due. Also, if you have someone else publishing the bulletin or you need to go somewhere to print it, give yourself time for that task as well.

Accordingly, I would suggest making the article due date about TWO WEEKS before the distribution date. I would also suggest giving yourself a date, about 4-7 days, before the distribution date for yourself to be finished with the bulletin. This will ensure that you will have time to wait for articles, edit the newsletter, have the newsletter printed, and procrastinate—because we all know we aren't perfect and YouTube is VERY interesting when you have an assignment due!

## Let's Give 'Em Something to Talk About—Article Assignments

You now have your timeline settled, but you have NO idea with what to fill your newsletter. Thinking of topics for stories can be fun, but at times stressful too. It doesn't have to be though!

The best way to come up with topics for your executive board is to match up ideas with their positions. I always asked the Governor for a District State of Address. As for another example, I would usually ask the service chair for service project ideas. Topics that correlate to their job should be relatively easy for the person to discuss.

Other topic ideas revolve around projects that your club is currently working on or events that have happened. If a particular

person ran the event, have him/her write a review about it. Also, if there is an upcoming event within your club, advertise that as well! The newsletter should be a place to inform your club of what has happened and what exciting events are to come!

You also don't have to restrict your topic ideas to the club nor do you only have to ask your executive board for articles. The District Board is always willing to help, and they can contribute articles about District events and goals. The Club Editor Award form asks if each newsletter contained



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# Getting Started!!

## The Who and How with Asking for Articles

As previously stated in the “Article Assignments” article, 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.

You should communicate to your ‘authors’ a couple of weeks before you need the articles.

This will let the new people, as in those not on your board, know of your request and will give them enough time to respond. Even if you know the person, I would recommend being professional in your emails, especially since emails can be considered already less professional. Otherwise, you should be off to a great start! Don’t be nervous about asking for articles!! Most people love to help and wouldn’t mind contributing to your publication. Also, if you need to let them know ‘it doesn’t have to be long’ will help persuading someone to write an article!

**“You may want to send an email as a reminder that they can check,” since we all have a tendency to forget due dates!**

*(Continued from page 2)*

information about the Club, District, International, Division, SubRegion F, Kiwanis Family, and a Calendar of Events. This list will be helpful for coming up with topics as well, but you don't have to just limit yourself to these ideas either. If there is a big event happening on campus, you can talk about that! Ask someone in your club who is involved, or just someone interested, to write about it. Opening up your newsletter to the general member will encourage them to get more involved in the club.

Don’t forget to include things you

think the club will just find interesting of fun! I always added a sudoku puzzle, a comic, some ‘weird news’ stories, etc. You can also add in song lyrics or inspirational quotes to boost the members. Also, members can write movie reviews or something to that nature instead of everything being solely about the club and district.

These are just some general ideas! Make this newsletter how you see it! Ask for the article topics you think people would be most interested and then spruce it up with some fun details! Remember, the article process should be fun

# Putting it Together!!

## Let's Start at the Very Beginning: Programs to Use

So, you picked all your article topics, asked and received said articles, and are ready to put it all together. You have all the articles open on your desktop and go to open a program, but which one should you use? When I first started making my newsletters, I was in this same predicament. I have used both Microsoft Word and Publisher to make my newsletters. With that in mind, I will try and give some pointers for both programs.

If you don't like hyphenated words like me, you can fix text boxes to not do this by going to 'Proofing Tools' and then hyphenation.

Before becoming District Editor, I didn't have Microsoft Publisher on my computer. Publisher is the program I am using to make this newsletter and is very useful because of the available templates for publications. However, I was still able to make fun and exciting bulletins with Microsoft Word. So if you, nor your school, has Publisher, go ahead and use Word! When working with Word, it's a good idea to work with text boxes. You arrange them around the page as you so please. There is also the column option, but that might be a little more difficult to work with. When adding pictures to Word, you will want to edit the picture so the layout is not 'in line' with the text. If the picture is made up of different components, make sure to move the box and not each part. Besides text and pictures, you can also add borders and lines to section off each part of the page! If you have any more questions about working with newsletters on Word, you can go to the task pane (found under View) and search for newsletter. The program has some suggestions with working with text boxes, etc. Also, if you would like follow the

CKI graphic standards and have your member ID number ready, you can follow the newsletter template on the CKI website. I used that template for a newsletter and it came out AMAZING!

**If you plan on using Publisher,** making newsletters is much more straightforward. You'll want to look under Publications for Print which is where you can find newsletter templates. If you want to be more creative, you can just open a Blank Publication and add your own banners and such to create a new template. For the most part, you can just add the text from the articles into the given text boxes. Make sure to add your own little touch to the newsletter! Also, when putting together the newsletter you have the option of a two-page spread which is useful if you plan on printing the publication in such a manner.

With both Microsoft Word and Publisher, play around with the programs. There are ways to group pictures so you can make objects look different or attach pictures to captions. You can connect text boxes to form columns or to another page. You can add lines to separate different articles from each other. I sometimes use the print review function to see how the newsletter appears and if any lines are needed. Also remember, you can alter the lines to be dots or dashes! That might not be so exciting...but I have had a great time learning more about Publisher and Word as Editor! As you learn more about these programs, you can be more creative and have more fun with your newsletters.

"There are ways to group pictures so you can make objects look different or attach pictures to captions."

# Putting it Together!!

Helpful Hints from SubRegion F Rep. Kristen Reed!!

## Lesson in Layout

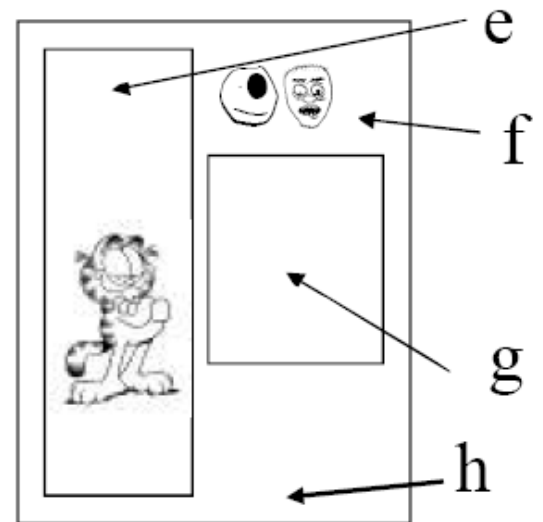
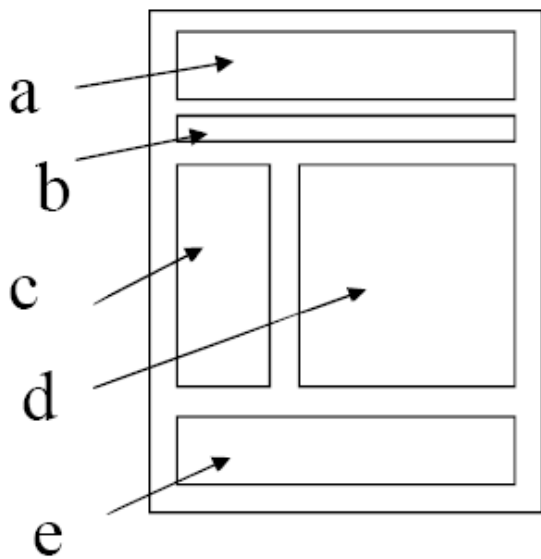
**Make your newsletter the best it can be!**

### Necessities:

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

### Optional:

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



The layout and design of your publication is very important. In one single glance a member will choose whether or not your 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. 😊

**Newsletter Tip:** 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.



# Putting it Together!!

## A How to Lesson with the Extras

- Pictures: When choosing pictures to represent events, I normally head straight to facebook. If a picture doesn't fit, you can always try cropping it to focus on the part of the picture you need.
- Quotes: You can utilize quotes, song lyrics, catch phrases, etc. however you see fit. I was always one for random and fun facts! There are numerous web sites that can provide you with such quotes.
- Comics and Puzzles: I always found websites with different types of comics, usually the kind you would find in the Sunday paper, to choose one for the publication. Puzzles can be a different story. I found it difficult to cut and paste different sudoku puzzles and would have to use the keys "Fn" with "Prnt Scrn" and then crop the picture.
- Weird News: Most news websites have weird news sections, if you would like to include some in your newsletters!

**Remember** to provide citations for all your fun extras.

### Checklist of Key Topics:

#### (But Mostly Suggestions)

- Greeting
- State of District/Club Address; by Governor and/or President
- Upcoming Club events
- District, Division, Sub-Region F and International news (you can contact each representative for information)
- Kiwanis Family happenings
- Calendar of Events
- Member Spotlight
- Your own special touch! (i.e. special articles, crossword puzzles, etc.)

# Distribution!!

## From Document to PDF file

The first Circling I made was for the NJ District K-Family Picnic and I was on a deadline. I had been in contact with the girl who would get them printed and I was finally done! So I send it to her the week before the Picnic and call her a couple days later. Unfortunately, the file was too big and she never received it. I then had to scramble to find a way to get it to her and could only hope that it would be printed in time for the picnic.

The trick to sending the Circling to my friend and other members of the board was a

PDF converter. You can download these for free online and they reduce the file size so you can send it online. This will also help if you plan to put your newsletters on your club's website.

At first I wasn't sure how to use the PDF converter, but each website and program has useful how to guides. I use PrimoPDF, but there are many other programs. The PDF converter works similarly to a printer (that prints into Adobe format) so it can be used with both Microsoft Word and Publisher.

# Distribution!!

## To Print or Not to Print (a.k.a. Internet) That Is the Question!

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

### Read all about it! - Suggestions for sending your newsletter

Even if you print your publication, you can, and should, still send it to different members of the K-Family. Your District Board would love to receive a copy, especially the District Editor!, and find out how and what your club is doing. You should also send a copy to your K-Family counterparts on either the District Boards or local clubs.

If the file size is too big to send via your email account, refer to the 'PDF converter' article for some tips. You can also send it via snail mail to your counterparts. Most street and email addresses can be found on K-Family web sites or you can contact the NJ Circle K District Board for help.

One more thing, don't forget to distribute it to make sure your home club members receive a copy!

copy come from the printing process. If you or your club has access to free, 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.

Don't forget to do what your job title states: EDIT! Before you print, check that everything makes sense, like that it says six and not sex...

# Quick Recap:

- Create a timeline!
- Think of some great article assignments
- Email your club board as well as other club members, district board members, sub-region F rep, etc. to write articles
- Give them a due date for the articles
- Choose the right program to use
- Create or find a great layout
- Put it **all** together and edit the articles while adding fun fonts and extras like pictures or puzzles!!
- Download a PDF converter to make your newsletter more compatible for emails
- Decide the best way for distribution and DO IT!!
- Sit back and relax until the next issue is due!!



# Key Circle K Events to Remember

In Sequential Order (at least during the service year 2007-2008)

- **Club Officer Training (COT)**—You should definitely attend this to meet the new District board and learn more about your position (and receive a hard copy of this newsletter!).
- **K-Family Picnic**—Both summer K-Family events are good ways to meet other members of the K-Family while enjoying summer traditions
- **K-Family Mini-Golf**
- **LSSP/ICON**—International events held in different cities each year where you can meet Circle K'ers from around the country and even other countries! Look out for fundraisers to help finance your trip!
- **FLIP**—A training conference held at the beginning of the new school year.
- **Mr. CKI**—A male beauty pageant!
- **Insight**—An amazing weekend fall retreat where you will bond with other New Jersey Circle K'ers!
- **Candlelight Bowling**—A fundraising event with bowling
- **Winter Social**—A themed dance usually held around the time we all head back to school for the Spring Semester
- **District Service Day**—A fun-filled full day of Service
- **District Convention (DCON)**—A time to celebrate your year of achievements and elect your new District Board!

# Useful



Microsoft Office Online offers free new templates for newsletters for Publisher and Word! There are also thousands of clip-art pictures you can download for free as well.

If you want to find more templates for Word, I suggest searching on Google. There are many different websites that offer free templates. office.microsoft.com



AOL is mostly known for its email and instant messenger services. For me, I check it for news updates and funny photos. Whenever I needed a 'Weird News' story for the Circling or a picture for the 'Fill in the Blank' section, I head over to aol.com.



I found out about this AWESOME website from SubRegion F Rep. Kristen Reed. Dafont.com has thousands of free new fonts to download and spruce up your newsletter. As you can see from the title of this section, as well as the rest of the newsletter, I have downloaded a couple new fonts myself! There is also a section on the site that tells you how to upload them to your computer. No need to worry, DaFont has you covered!