

2013-2014

Editor's Manual

"If you want to live your life in a creative way, as an artist, you have to not look back too much. You have to be willing to take whatever you've done and whoever you were and throw them away. "

-Steve Jobs

PLEASE BEE GREEN AND DO NOT PRINT THIS MANUAL

Introduction

Hello CNH Editors

Congratulations on being chosen to serve as your home club's editor! You play a crucial role in the collection and distribution of information within Key Club. From creating newsletters and taking photographs to designing a website and managing a Facebook page, you have an important set of duties that makes your role in the club just as important as any other officer.

This manual has been created as a guide to assist you throughout your term as an editor, and covers a wide range of duties including newsletters, websites, and the newly updated Brand Guide.

If you have any questions, comments, or concerns, be sure to utilize the editor's reflector, talk to your Lt. Governor, or contact myself at cnhkc.dte1314@gmail.com. All of these methods will serve as a valuable resource throughout your term, so be sure to utilize them whenever you can.

BEE sure to utilize all of your resources to have the most successful term possible. Good luck!

Lincoln To
2013-2014 District Technology Editor

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What is an Editor?

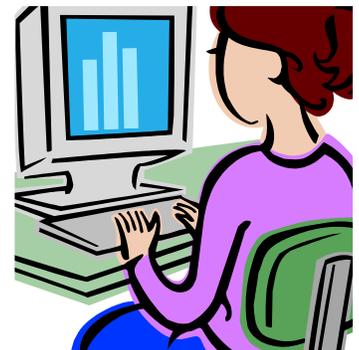


Club editors, sometimes referred to as bulletin editors or historians, are the promoters of Key Club. They are responsible for distributing information about the club including news, events, or general updates. Beyond this, they also manage the technological aspect of the club, which includes websites, social media, and other forms of technology.

The club editor is one of the most creative officer positions, allowing much freedom in creation of items like newsletters and websites in accordance with the policies of the Key Club Brand Guide, known as Graphic Standards.

Duties of the club editor range from compiling a club newsletter, creating flyers and posters, taking pictures at events, and managing a club website, the latter being an optional but highly recommended task.

While it may seem time consuming, the position of an editor is less work than it seems. Following this is a breakdown of each duty. An editor seems like a time consuming position but realistically, it is not. In the few next pages, I will break down each duty of an editor so that you will be aware of what you are required to do as a club editor.



Articles



Did you go to a fun Key Club event and want to write about your experience? Want to be heard all across the entire California-Nevada-Hawaii District? Write an article about it!

Formatting

Articles should be submitted in .DOC format. Do **NOT** save as a .PDF when submitting.

Tip: Be sure to include the author's name, division, and school within the article.. Dates are optional, but helpful if articles are to be published on the Cyberkey.

Submitting

Articles can be submitted by *any* Key Club member. Members are allowed to submit their articles directly to the district, but it is recommended that you collect every article from every member and send an email to the archive (cnharticle@gmail.com) and your Lt. Governor.

The proper subject line should be D## School—Topic.

Articles can be submitted at any time of the month, but only articles that are submitted by the 20th of the month will be featured in the upcoming District Newsletter. Keep this in mind when you are submitting articles!

Finalizing

Be sure to put time and effort into articles! A quality article of about 3-5 paragraphs long is more likely to be selected than a brief, paragraph-long description of an event. Remember, quality vs. quantity!

Don't be afraid to add pictures to your articles to make them stand out! Keep the images to a minimum (1-2 pictures) and only choose the best ones! These add a little spice to your article, and are always appreciated. Compress these images!

Notes

- Encourage the members you serve to write articles as well! You don't have to be the only one documenting what goes in within your home club!
- Articles are featured within the CNH District Newsletter.
- Place images within your .DOC file; don't send them separately.
- Refer to the CNH District Newsletter for article topics and examples!

Pictures/Visuals

Taking Pictures: The Right Way

- Always have a camera ready at every event! Cell phone cameras can do the job, but make sure their picture quality is good!
- At the club level, you can use any types of pictures.
- At the district level, you must use pictures of service **only**.
- Group pictures, posed pictures, pictures of scenery, etc are **not** appropriate to submit at the district level

REMEMBER: If you are not available for a certain event, please be sure to have the Vice President or another officer take pictures. Better yet, have other members take pictures at all the events an then you can choose the best ones.



“I have pictures, now what?”

You can now send your pictures to your respective Lt. Governor and Division News Editor. Please be sure to keep the images to a minimum. Choose 5 of your best photos per event and make sure the file size is reasonable!

Your Lt. Governor will filter through them and send them to the district. Your Division News Editor will use them in their monthly division newsletters.

The district needs all photos and newsletters by the 20th of every month so try to turn in your pictures every 10th of the month!

Remember to send in the pictures as a JPEG file.

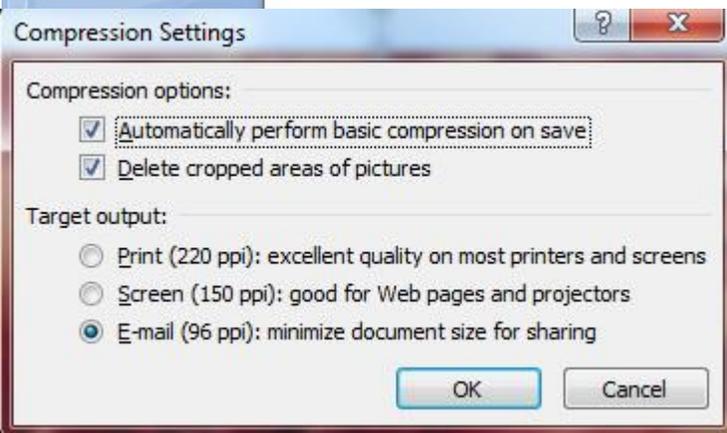
Compressing Pictures

If you have a high quality camera, it is necessary to reduce the file size of the picture before submitting. As a general rule of thumb, keep them under 1MB. Try shrinking the image resolution to 640x480. You can do this in Photoshop, GIMP, or MS Paint.

For instructions on how to compress pictures directly within programs such as Microsoft Office, please refer to the following page.

Pictures/Visuals

Compressing Pictures continued...



Microsoft Word

Click on the picture. Go to the Format tab. Click on "Compress Pictures."

Click on "Options" and make sure the settings match the one to the left.

Click OK and then save!

Microsoft Publisher

Right-Click on picture. Click on "Format Picture..."

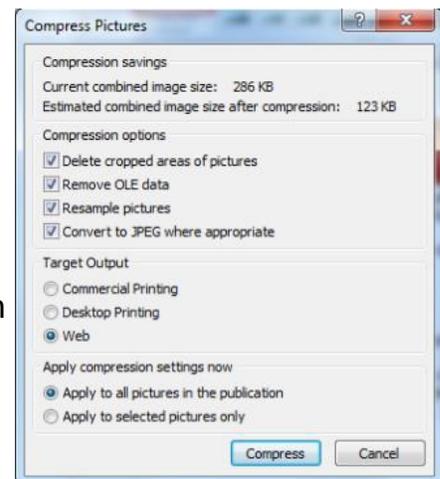
Under the Picture tab, click "Compress..."

Make sure you select "Web" and "Apply to all pictures in the publication."

Click Compress and OK!

Microsoft Powerpoint

Powerpoint works generally in the same way as Word. The version used in this guide is 2007, and may differ slightly depending on what you use.



What is a Newsletter?



A newsletter is essentially a “news magazine” provides the members you serve updates on Key Club. You can incorporate more than just news, so consider adding in upcoming events, member recognition, or useful tips to get through the school Club newsletters are not submitted to anyone, but should be saved for the club newsletter contest! Incorporate the materials you’ve been collecting—articles and visuals—and just compile them together!

Programs to Use

Any program that can compile a variety of images and text into a PDF can be utilized to create a newsletter, but Microsoft Word and Publisher are typically chosen over the rest. Publisher is highly recommended as it is built more for newsletters than a word processor like Word. This manual itself was created on Publisher.

Once you’ve designed a template for your newsletter, everything should get easier. Every month, you can just replace old materials with new ones with a simple copy & paste. After that is done, share it with your club by printing copies or be green and promote it on your website.

Newsletters must follow the Graphic Standards, which will be covered in the next page. A sample newsletter following these criteria can be found [here](#).

Graphic Standards

Graphic Standards...?

Key Club is an international organization. In order to create a unified and professional image, we use Graphic Standards. They are a set of rules to be applied to Key Club documents and publications, and are used to brand Key Club and make it easily recognizable through usage of appropriate fonts, colors, and graphics such as the pencil.

General Overview

- Century Gothic on headers
- Goudy Old Style, Verdana, or Arial for body text
- Use **accent** fonts to add your own style!
- Use fonts that are legible and professional
- Always use the appropriate Key Club logo, pencil, fonts, colors (optional), and CNH logo!
- All logos and word marks must remain proportional
- Don't crowd the Key Club logo and word mark
- Logos should be placed on a neutral background



Graphic Standards

Colors

The five Key Club colors listed below can be found in the Key Club Brand Guide found [here](#). These colors, along with the other unlisted five are not mandatory to use, but it is highly recommended regardless. When trying to select these colors in the font color list, go to More Colors>Custom and input the RGB values listed.

PANTONE Black	PANTONE 295 Blue	PANTONE Cyan	PANTONE 382 Green	PANTONE 158 Orange
CMYK 0 / 0 / 0 / 100	CMYK 100 / 70 / 0 / 40	CMYK 100 / 0 / 0 / 0	CMYK 29 / 0 / 100 / 0	CMYK 0 / 61 / 97 / 0
RGB 0 / 47 / 95	RGB 0 / 47 / 95	RGB 0 / 174 / 239	RGB 193 / 216 / 47	RGB 245 / 128 / 37
HEX 231f20	HEX 003366	HEX 00aeeef	HEX c1d82f	HEX f58025

Reality Check

This is only a brief overview of Graphic Standards. While they can be limiting, this is where you can let your creativity shine. Utilize your creativity along with the Graphic Standards to make your publications professional and amazing!

Graphic Standards

Need help?



There are plenty of resources at your disposal, so don't be afraid to look around! Ask your Lt. Governor, Division News Editor, or myself if you ever need any assistance.

Resources

The appropriate Key Club logo, wordmark, and pencil can all be found on either Key Club International's website under Resources, or on the Cyberkey [here](#). Make sure you are utilizing the correct graphics!



What is a Newsletter?



A club website is optional, but highly recommended. It is an easier way to receive updates, publish newsletters and promote your club. There are three free web hosts that stand amongst the others. Wix.com, webs.com, and weebly.com all provide strong website management and design. Each website is different in terms of website building so try them out and see which suits you the best!

All websites have three common elements: the header, navigation bar, and body. More can be added, but too many makes it difficult to distinguish the body and its content.

Templates are used to create the same look/structure in every page. Usually the body and its contents are the only changed elements. If your web host supports CSS, you can customize the elements.



Websites

Widgets



Most web hosts allow the use of widgets on your website which are generally interactive content. This includes forums, photo albums, countdowns, a user panel, a calendar and much more!

The Technical Side

- Make sure you compress your files
- Bandwidth is the amount of data that can be transferred from the website to visitors
- Simply loading websites costs bandwidth, and your website won't load once it's all used up until it resets
- Typically, websites give you enough bandwidth to work with

Can I use Facebook? Tumblr?

As a general rule of thumb, social networking is a no. You can use these websites to promote events and use them for marketing, but **all** business should be conducted through a more professional medium like email.

Tumblr is not a web host, and though it can be utilized to help promote the club, it is better to not use it as a website.

Executive Team

Governor	Victoria Lai	cnhkc.dg1314@gmail.com
Secretary	Amanda Redublo	cnhkc.ds1314@gmail.com
Treasurer	Johansen Pico	cnhkc.dt1314@gmail.com
Technology Editor	Lincoln To	cnhkc.dte1314@gmail.com

Administrators

District Administrator	Lisa Lotito-Byers	cnh.kcadmin@gmail.com
Assistant Administrator	Marshall Roberson	cnhadan@gmail.com
Service Leadership Programs Director	Bruce Hennings	bruce@cnhkiwanis.org

Submissions

	Sent By	Email to	Subject	File Name
DNEWS	DNE	cnh.newsarchive@gmail.com	D## News	D##_DNEWS_MonthDigits
Articles	Everyone	cnharticle@gmail.com	D## School - Topic	D##_Initials_MonthDigits
Visuals	LTG, DNE	cnhvisuals@gmail.com	D## Event	D##_Event##

General Information

- Check the Cyberkey (www.cnhkeyclub.org) often for updates
- The editor's reflector is an important resource. Use it!
- There is no Editor's award, however there is a Club Newsletter and Website one
- There are useful resources on the CNH Cyberkey under Officers>Editor for you to use, so check them out.



**THANKS FOR
READING!**



a Kiwanis-family member
keyclub.org

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