



**NEWS
EDITOR'S
MANUAL**
2017-2018



EDITOR'S WELCOME

Welcome!

Congratulations on being chosen to serve as news editor! This is just the beginning of a successful term. Your role as club editor is **crucial** to the success of the club you will serve. Without editors, it will be very difficult to effectively publicize events and distribute important information. Though you have a long term ahead of you, know that **you will push through and succeed this term.** Set goals for yourself, and keep them in mind as you progress. Strive to achieve and **watch yourself grow as a member, officer, and person.**

As an editor, it is your responsibility to create publications and work with the rest of your club board to ensure that everything is running smoothly. Your publications should **effectively distribute information** about the club including news, events, or general updates in a timely basis, meaning that you should be sending out up-to-date information. In addition, your role as a club officer means that you should be checking up with your fellow officers and helping out wherever you can.

This guide is meant to guide you throughout your journey. Continue to refer back to this manual to ensure that you're staying on track and accomplishing your goals as an editor. This is not a very comprehensive guide, so **take a look at the other resources available to you!** The **CNH CyberKey, cnhkeyclub.org**, has lots of valuable tools and manuals to support you. For editors, go to **Members > Editor** to view all the materials available to you. Several guides include Graphic Design 101, Newsletter Production 101, Writing Effective Articles, News Editor's Manual, Role of the News Editor, and more!

As always, don't hesitate to contact me at **cnhkc.dne@gmail.com** or your Lt. Governor if you have any questions, comments, or concerns. I strongly encourage you to take full advantage of the manuals and contacts available to you. **Best of luck with your term!**



With a spark for service,
Zoe Yao
District News Editor 2017-2018

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CREATING PUBLICATIONS

Why create publications?

Get the word out! Members will be able to receive information in a **quick and easy-to-digest manner**. YOU are responsible for the communication and marketing of your club to **ensure success**. You'll be able to reach out to a **larger audience** -- Kiwanians, advisors, the division, and the district. **Publicize events** through flyers/social media posts, Facebook banners, and social media overlays.

Finding inspiration

To keep things fresh, you'll want to create original publications every time and change it up. Find inspiration for your publications and inspire others! Above all, **avoid plagiarism**. Credit the original creator whenever you can. Use these tips to find inspiration for your work:

- Browse magazines and newsletters on **issuu.com**
- Do research **online** and see how other clubs, divisions, and district promote events
- Look at book covers, posters, and stationery designs
- Take inspiration from **nature** and wildlife

Types of publications:

- Newsletters
- Flyers
- Social media posts, banners, overlays

Keep in mind

Your publications should contain **timely and relevant information** (don't send out a flyer with information from last week!). They should also be **visually appealing** with all the necessary information.

Newsletters (my favorite!)

Please refer to the **Newsletter Production 101** guide for more details!

PROGRAMS

There are lots of programs to use for newsletter production! Don't feel limited by the expensive or more popular programs. Here's a spectrum of programs:

Free:

Google Drawings: *Available to everyone.*

PROS: *free, easy to work with and access*

CONS: *limited capability, only only 1 page at a time*



Canva: *Available online, offers graphic design templates.*

PROS: *free, lots of graphic design variety*

CONS: *limited freedom with formatting + font choice*



GIMP: *Downloaded software, similar to Photoshop.*

PROS: *free, complete freedom with design/formatting*

CONS: *not ideal for beginners, limited capability*



Low priced:

Pages: *Word processing software with design capabilities.*

PROS: *exports as PDF, work with multiple pages, easy*

CONS: *limited to Apple products, limited functions*



Publisher: *Microsoft design software.*

PROS: *flexible range of function, user-friendly interface*

CONS: *pretty pricey, large files*



Newsletters continued

PROGRAMS CONTINUED

More expensive:

Photoshop: *Adobe program, photo editing software.*

PROS: *incredible range of function, flexible*

CONS: *expensive, large files, only 1 page at a time*



InDesign: *Adobe program, text document editing software.*

PROS: *incredible range of function, multiple pages*

CONS: *expensive, difficult to learn*



PowerPoint: *Microsoft presentation software.*

PROS: *multiple pages, decent range of function*

CONS: *awkward layout, expensive*



TIPS & THINGS TO KEEP IN MIND

- Include **page numbers**.
- On your back cover page, add links to the **CyberKey** and the **Key Club International** website.
CyberKey - cnhkeyclub.org
Key Club website - keyclub.org
- Avoid using graphics that are pixelated or blurry.
- Keep your text and background **well-contrasted** for easy-to-read text. Avoid "busy" backgrounds behind text.



Newsletters continued

COVERS

Title

Most publications have a catchy title like “The Buzz” or “The Post,” etc. Make this eye-catching.

Club name + division

Clarify for the readers!

Graphic Standards

Use the pencil, CNH logo, and CNH wordart. In addition, try to work with Graphic Standards-approved fonts such as Century Gothic or Myriad Pro. Refer to the **CNH Graphic Standards Manual** on the CNH CyberKey (Resources > Graphics > Graphic Standards Manual)

BEE creative!

Use interesting graphics like bees, a division mascot, or graphics that relate to your theme! Try to create a color scheme for the entire newsletter.

GRAPHICS - TIPS & TRICKS

Working with graphics can be frustrating, and you may be put off by the difficulty in creating an aesthetically pleasing publication. However, it’s really more simple than you think! Just a few basic tips to always keep in mind:

- Use **no more than 3-4 fonts** throughout your entire newsletter.
- Create a **color scheme** for your newsletter. This will also promote unity in your newsletter
- Develop a **theme!** Continue a particular style throughout the whole newsletter.

Newsletters continued

CONTENTS

- Covers
- President's Message, Editor's Message
- Articles and Visuals
- Monthly Recognition
- District Promotion
- Contact Information

SUBMISSION GUIDELINES

Send to:

- > CNH News Archive - cnh.newsarchive@gmail.com
Carbon copy (CC) Lt. Governor, Region Advisor(s)

Subject Line:

- > D## News
Example: *D99N News*

File Name:

- > D##_DNEWS_[PublicationMonthDigits]_1718.pdf
Example: *D99N_DNEWS_09_1718.pdf* for the
SEPTEMBER newsletter, submitted on *AUGUST 20th*

Requirements:

- > Must be a proactive submission (submit the newsletter for the upcoming month)
- > Must be in PDF format

Articles and visuals

Share their story with other Key Clubbers to **inspire other members** to continue to serve and attend events. Promote writing articles and taking visuals at club/division events! **Anyone** can submit articles and visuals because their voice matters.

SUBMISSION GUIDELINES

Submit to:

- > Articles - cnharticle@gmail.com
 - > Visuals - cnhvisuals@gmail.com
- Carbon copy (CC) Lt. Governor, Region Advisor(s)

Subject Line:

- > Articles - D## Articles [# Attachments]
 - > Articles - D## Visuals [# Attachments]
- Example: *D99N Articles [3 Attachments]*

File Name:

- > D##_[MonthDigits]_[EventInitials]
- Example: *D99N_08_DCM*

Body Message:

- > Articles - Identify articles by:
[Event Initials] - [Event Name]
Submitted by: [Author], [Club]
- > Visuals - Identify visuals by:
Photo # - [1-2 sentence description]

WHERE WILL I SEE MY SUBMISSION?

You may see yourself in the next edition of the **CNH District Newsletter** or on the front page of the **CNH CyberKey!**



Flyers

On the club or divisional level, flyers are the **quickest and most effective way to distribute information** to a large audience. Flyers should be eye-catching and contain necessary information.

WHAT DO I NEED?

Who is going to be at the event? Your audience should want to take advantage of an opportunity to meet new people.

What is the event exactly? An ice-skating fundraiser? A division council meeting? Be completely clear what the event is or your audience will not know what to expect. For example, remember to include an admission fee or a dress code.

Where is the event taking place? Include the exact address of the event, not just a location name. Be as specific as possible to ensure no complications arise.

When will the event begin? Again, be as specific as possible to clear any problems before they appear.

Why is the event being held? Why should I attend the event if I don't know the purpose of the event? Clarify if the event is a fundraiser, a social, or anything else.

Graphics! Your flyer should be totally eye-catching. Your audience will be drawn to the flyer's visual appeal first, then the appeal of the event's good cause. Make sure that your graphics are relevant to the event itself.

HOW TO DISTRIBUTE

- Post on **social media**, encourage sharing
- Distribute at **school**
- Share with **division**
- Include in club and division **newsletters**

OFFICER DEVELOPMENT

Your responsibility

As a member of the club board, it is your responsibility to ensure that the officers are cooperating and working together to **reach your goals**.

BUT WHAT DOES THAT MEAN?

- Don't wait for others to reach out to you -- **take the first step** and message that officer if you feel that he or she is struggling. You can help them out and lessen their burden until they are ready to step in again.
- Ensure that the officers are **doing their best work** to help the club you serve run smoothly.
- **Take initiative!** If you have an idea you'd like to put into action, go ahead and pitch it to your club board!
- Don't feel limited by the directives of your position. **Let your creativity and skills shine through.** Your term should be a journey of growth and discovery.

Upholding the core values

The development of the Key Club core values -- **leadership, inclusiveness, character building, and caring** -- will shape you into a better leader, friend, and person.

Stay active within your club and division to better **communicate** with others, attend educational events, and meet with other members who can help you become a better leader! You, too, will **help lead and guide** new members in the right direction to develop their core values.

Professionalism & SafeKey

You are a role model for the members you serve. They will look to you for guidance and advice and you represent Key Club International. Stay on track and keep your behavior in mind. Here are some tips to present yourself in the best way possible:

- Use **proper grammar + language**. Be aware of your audience and how you are presenting yourself. Avoid using slang or profanities.
- **Dress to impress!** Of course, this applies when the occasion calls for it. If you are attending a professional event, always try to wear business attire and set a good example. Generally, **avoid breaking dress code** regardless of if you're at a Key Club event.
- **Be proud of what you do.** It is an honor to be able to serve and be part of this organization; enjoy every second of it! If you show your love for this work, others will find their love, too.

Goals

As previously mentioned, your term should be a journey of growth and discovery. Always **set goals** at the beginning of the term. Don't feel as though you are limited by your position.

Always keep your goals just out of reach, but not unrealistic. Having goals **pushes you to work harder** and helps bring the club you serve to greater heights.

Set goals for the members, not for yourself. Always remember that you are serving your community; your community is not serving you.

Keeping up with the Key Clubbers

Communication is the most important factor in the success of an organization. You will be interacting more frequently with the club you serve and your division. Stay updated regarding division events and plans for the club you serve.

DIVISION LEVEL (LOCAL CLUBS)

Attend as many local events as possible. Take advantage of the opportunities available to you to network and connect with members from your division.

Keep track of **division social media**. Often, the most up-to-date information is found online, so check up on the social media accounts regularly.

Utilize division resources! Whether it's a division newsletter, division website, or division leadership team, remember that you have an endless amount of information at your fingertips.

DISTRICT LEVEL (CALIFORNIA-NEVADA-HAWAII)

Same guidelines as division apply!

Attend as many events as possible. **District-wide events** will be larger and give you a better opportunity to meet different people from a larger geographical scope.

District social media is where you will hear the most accurate information for a whole world of opportunities available to you. There are webinars, applications, contests, and more!

District resources are the most extensive resources available to you. Browse the **CNH CyberKey** to find anything you may need. If you have any questions, contact your Lt. Governor or any of the **district officers!**

COMMUNICATION

Education is KEY to success!

Utilize the resources available to you from the CNH CyberKey -- **cnhkeyclub.org** -- to distribute to your members and promote education of the Kiwanis

- *CNH District Newsletter*
- *What's Poppin' CNH & other videos and webinars*
- *Committee infographics (Communications and Marketing, District Convention, Kiwanis Family and Foundation, Member Recognition, Member Relations, Policy and Elections & Int'l Business)*
- *Applications for contests or positions*
- *Officer manuals + reflector groups*
- *Bee graphics*
- **And so much more!** *Take some time to explore the CNH CyberKey to discover a world of possibilities and determine what tools are most valuable to your club specifically.*

RESOURCES

CNH CyberKey
cnhkeyclub.org

Key Club International
keyclub.org

CNH District Editors
District News Editor | cnhkc.dne@gmail.com
District Tech Editor | cnhkc.dte@gmail.com
District Visual Media Editor | cnhkc.dvme@gmail.com

Editor Reflector Group
Join [HERE](#).

Graphic Standards Manual
Click [HERE](#).

CNH District Newsletters
Click [HERE](#).

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THANKS FOR READING
happy editing!