



FLORIDA DISTRICT OF CIRCLE K INTERNATIONAL EDITOR'S GUIDE 2018-2019

CONTACT INFORMATION

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Florida District of Circle K International 2018-2019 Editors Facebook Group

DUTIES

Overview

If your club elects or appoints a bulletin editor, it is the editor's responsibility to

- Develop a monthly bulletin or newsletter to inform your club members of
 - club activities
 - deadlines
 - important dates
 - board action
- A good newsletter will motivate members who have not been attending club meetings to participate in club projects.
- Attend board meetings, club service projects, and socials.

Annual Duties

- This should be voted upon by the club board at the beginning of each year. Because the position of editor is very flexible, each club can adjust the duties according to their needs.

Monthly Duties

- Create the monthly newsletter.
- Submit materials to the District Editor for the Circle Kapers.

Weekly Duties

- Take pictures at all projects and socials.
- Collect member summaries, testimonials, and photos.
- Ask your fellow officers about any information they want to have included in the newsletter.

NEWSLETTERS-HOW TO

- Purpose of newsletter: briefly remind members of the club's activities
- Points to always address:
 - Programs to be presented during meetings for upcoming month.
 - Service projects, social activities, and Kiwanis-family activities for upcoming month.
 - Deadlines for the submission of Committee Progress Report Forms.
 - Deadlines for project sign-ups.
 - Important dates (club, college or university, and sponsoring Kiwanis club).
 - District, division, and International events.
 - Accomplishments of the club and members in the past month.
 - Actions taken by the board.
 - Names of new members.
- Other helpful sections to include
 - Contact information for the club and district officers
 - Social media
- Liven up bulletin by including special interest articles
 - E.g. CKI education spotlight, career development topics, and activities of other student organizations on campus
- Design
 - Be creative, but keep it simple
 - Use CKI graphic standards template to ensure consistent design
- Most important aspect of newsletter: informing members about club activities
- Manage your time well; newsletters can be time-consuming
- Electronic newsletters
 - Distribution is done via e-mail or onto clubs' Website & social media

BEST APPLICATIONS (WORD VS PUBLISHER)

- *Choose the software that will most efficiently help you create your desired layout. The best application will vary by the user's creative style.*
 - It is highly recommended that any files you share are sent as a **PDF**. This ensures that members on any platform can view the file in the way you intended it. By doing so, you also give yourself the ability to use any application you want without worrying about accessibility - as long as you can export to PDF.
- Publisher is a great tool for those willing to take the time to learn about the Adobe interface, but just because something has more features does not necessarily make it better. If your layout requires a specific Publisher feature, go for it.

- Word is a great choice for those who want to create simple lay outs. Most people know how to use Word so it's a great platform to create your work.
- Valory is a Mac user, so she likes to use the Apple version of Microsoft Office applications because she is more familiar with its interface and finds the functionality easier to understand compared to the other applications. She personally uses Keynote, the Apple version of PowerPoint.

HELPFUL RESOURCES

- **CKI Resources** : <http://circlek.org/resources>
 - >> Club Operations and Leadership >> Officers >> **CKI Club Office Guide**
 - Where to find the position descriptions for standard office positions. The section for Bulletin Editor can be found on page 16.
 - >> Club Operations and Leadership >> Officers >> **District Officer Guide**
 - Where to learn more about what the District Editor does.
 - >> Public Relations & Marketing >> **Brand Guide**
 - Advice on how to create CKI materials. Adhere by this guide when creating your documents. Provides information such as how to create a visually-appealing layout, which fonts to use, and how graphics should be used.
 - >> Public Relations & Marketing >> **Logos**
 - Where to find color palettes, textures, word marks, and various graphics for your documents. Offered in .jpg, .eps, & .png.
 - >> Public Relations & Marketing >> **PowerPoint Templates**
 - Where to find CKI brand-guide compliant PowerPoint themes.

TIPS

- For printed materials,
 - Save ink by using a minimalist design or opting for a black and white color scheme.
 - Save paper and have people take pictures on their phones of the document/flyer.
 - Limit wasted white space by using narrow margins.
- Create a folder on your computer with your most frequently used CKI graphics for easy access. Valory uses the PNG version so that the image looks seamless no matter the size or background color.
- Be sure to grammar and spell check your documents.

- Avoid copyright infringement by using “Tools” >> “Usage Rights” >> “Labeled for reuse” feature on Google images. This minimizes the likelihood that you will use an image that requires permission from the artist/organization for use.
- To assure easily readability of your documents, avoiding putting images behind your text.

QUESTIONS/ CONCERNS/COMMENTS

If you ever have any questions, concerns, or comments, please do not hesitate to contact District Editor!

