

New England District of Circle K



Club Editing Manual



Club Editing



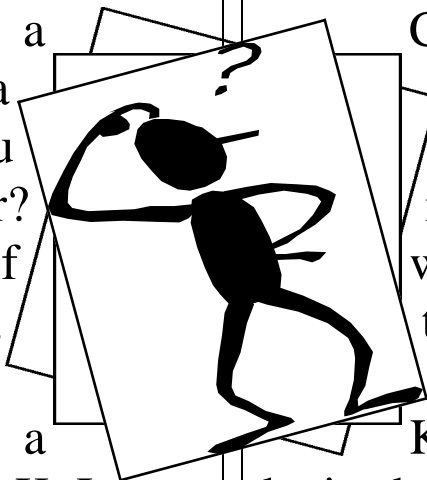
What's The Scoop?

What's the scoop in your club? You probably have a president, a vice president, a secretary, and a treasurer, but do you have a bulletin editor? More importantly yet, if you don't have one, why not?

Communication is a vital part of any Circle K. It is imperative that every member be aware of upcoming service activities and important events that the club is sponsoring. The most effective way to ensure that each individual member receives this information

is through a club bulletin.

From speaking with fellow Circle Kers, I have learned that many New England Circle K's do not have active bulletins, which can actually prove to be one of the most crucial parts of a Circle K. For this reason I have devised this packet. *Club Editing* will help you, not only in establishing an editor's position in your club, but will also aid your club in forming a bulletin which is perfectly suited to your club.



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Ideas to Ink

Got a pen? Good. Now listen carefully. A club bulletin is based on ideas. Got any? I knew you did! If by some chance you don't have any clue as to how to start, that's what I am trying to help you do. I am trying to give each club the opportunity to better the communication between its members and its officers. What better way than with a club publication! For the next fifteen pages, I am going to guide you and your club through the process of creating the position of bulletin editor and a bulletin suited to your club's needs. I am going to attempt to answer every possible question that you may have, so let's get ready to edit!!!



Step 1: *Building the Position*

Any volunteers? Don't be shy, the first step is probably the most simple, but the most important of the two. Establishing this position on your club's board is probably one of the wisest things you could do.

Question # 1- *Why would we want to have a club editor?*

Answer- *Why wouldn't you?*

Stop for a moment and think about the possibilities of having a club editor. It means instant communication within and constant publicity outside of the club.

So the big Circle K BELTS is in two weeks and so far the club has two volunteers. What's the matter? Why aren't all of the members coming to lend a hand? It's like they don't even know about the project at all! Maybe they don't, or just don't remember. Maybe the meeting schedule just isn't enough of a reminder that *ALL* members are needed for the project. Or perhaps all of the members weren't at the last meeting.



Can you relate to this problem? It's common enough. Don't you wish that everyone would just jump up and say, "Hey I would love to go to the local elementary schools and teach kids, because everyone loves to be safe right?"

How can we let them know now? The next meeting isn't until the day after the project. Are we going to have to cancel and disappoint the kids? It looks like it.

Why not put out a bulletin? You don't know how? Don't have a bulletin editor? Well, lets see what we can do.



Question # 2- *Who can be a bulletin editor?*

Answer- *Anyone.*

The job of bulletin editor is opened to whomever may be interested. Perhaps there is someone in the club who loves to lay out pages and enjoys being creative with words or design. He or she may want to give it a try. However you do not need to put out an application to find a person *that* qualified to put together your newsletter. See if there is interest in the club and make it an elected position like president or secretary, or make it an appointed position.

Question # 3- *What if no one, or more than one person is interested in running for or being appointed to the position?*

Answer- *Try adding the responsibility to another position, make it a team effort, or rely on the club to choose who it wants to elect.*

It's the day of the club elections and no one has said the he or she was going to run for the position of bulletin editor. What are you going to do? Not have a bulletin? Let's look into that situation. Does your club have a scrap book or web page? Who handles these jobs? Maybe you could add that responsibility to that officer's position. Another very helpful way to plan a bulletin is by making it a responsibility of the entire board. Everyone could meet at a separate time and work on putting it together. This could be very useful for getting all of the information into the bulletin correctly.

Oh, your problem isn't that no one wants to run, it's that more than one person wants to do it. Well, as I said before, there are two options, make the editorship a committee and not a single position, or let the club decide for itself in an election as it would for the president or any other office. Sometimes it is very important that a club have a bulletin on a specific day and it is difficult to get it out on time. Here is where a committee can really help. Shared responsibility can be a very helpful time saver. There are so many options for

having a bulletin editor, and so many people who can do it. The important thing is that there is someone to do the job!

Question # 4- *Now that we know why a bulletin is important and who can do the job, what exactly does a bulletin editor do?*

Answer- *The editor informs the club of upcoming activities and gives a report about the past events.*

The most important thing to remember is that, at any given meeting, one hundred percent of the club is probably not present. This means that if the big BELTS project is coming up next Thursday and you meet on Friday, some people are going to be left uninformed and the project may suffer.

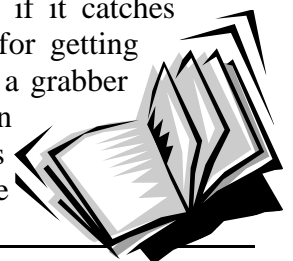
If the project was last week and not many Circle Kers volunteered, the editor can report how successful, or how much fun it was. The bulletin can also have a letter of thanks to all of the members who helped out. Small things like reporting successes to the club can help members who didn't attend see how much fun it is to help out and persuade them to help at the next function. Good pictures of a fun time can also be a very good guilt trip.

The editor also has the important job of organizing and developing a bulletin that is interesting to look at and to read. It is one thing to report the club events, but it is another to develop a newsletter that the club members want to read.

Question # 5- *Speaking of reading, how do you get the members to read a bulletin, and if not everyone is at the meetings what good is one going to do? The people who aren't there aren't going to get them anyway.*

Answer- *Make them interesting, and don't limit them to meetings only.*

People will read a bulletin if it catches their eyes. A good technique for getting people's attention is by having a grabber for a headline, or a picture on the front page. If Joe Cool sees his friend on the cover of the



Circle K bulletin he is going to want to know why, and pick it up and start reading. This is also not a bad way to get more people, not already involved, involved in Circle K. If Harry sees Joe reading the a bulletin he may get interested and say, "Hey is that club cool?" The next think you know, Harry is singing and playing cards down at the senior center. What a photo that would be!

As for the availability of the bulletins, take the extra time to send them to members dorm rooms. A club member is more apt to read the bulletin if it came in the mail than he is if he grabs one on the way out the door after a meeting. This is also a way to ensure that every member gets a bulletin, and after all who doesn't get excited when they get mail.

Wow, is it really that simple to create the position of bulletin editor? Yes it is! Now there is really only one thing left to do, and that is deciding what type of bulletin is right for your club and how to make that bulletin interesting. You know why you should have a bulletin, who can edit it, and how to make it work for a club, now it's time to work on the second step, creating the bulletin.

Step 2: *Building the Bulletin*

This step is a little more difficult than actually founding the position of bulletin editor. There are an infinite number of ways that a club can produce a bulletin. There are a countless number of styles, but step two, *Building the Bulletin*, is a guide to help you start the thinking process. This section will provide you with several examples of different types of bulletins that may be suited to your club.

For starters, it might help for you to mentally run over the answers to these questions so that you can begin to get an idea of what kind of bulletin will best suit your club's needs.

-How many members are there in our club?

-How active is our club?

-How many members usually attend activities?

-Are they always the same members?

-What percentage of members are at any given meeting?

How active the club is will obviously have an impact on the length and or frequency of your club's bulletin. The number of members that volunteer for different activities will also have a large impact on the content and necessity of the bulletin. Regardless of the size of the club or the number of members, there are still many elements that can make a bulletin creative and interesting. Here is a primary list of tips that can help spark the thought process behind creating a bulletin.



- *Make a preliminary list of upcoming and past events*
- *Compile photos from past activities (making sure to include humorous or candid shots)*
- *Make a list of all of the successes of past events*
- *Write individual notes to people especially thanking them for their help*
- *Let the members of the club know that they can always have input in the bulletin (it is theirs too)*
- *Include all of the contact information of the club's board*
- *Create an appealing design or heading with the name of the Bulletin*
- *Ask board members to submit a letter for each edition which addresses the club*

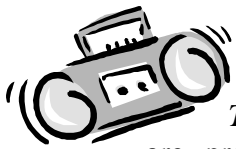
With this information you can create a bulletin with all of the facts! The only problem is how to put it together. Let's solve this one!

Following are a couple sample newsletters which may be perfect for your club!

NE Circle K News

March 15, 2000

NE Circle K Dances the Night Away



Last Friday we held our third annual *Dance The Night Away* dance. We are proud to say that our club raised over twelve hundred dollars. Thanks to the efforts of our awesome members, we sold 359 tickets around campus. Not only did our members put in time selling tickets, but they also volunteered to sell drinks and snacks at the dance. A special thanks goes out to every one in the club who donated snacks and drinks to. We made about three hundred dollars selling refreshments!!!

As soon as the hall started to fill with students, the lights went out and Groovin' Jerry Jones set the mood for some heavy dancing. The place was wild. Everyone enjoyed themselves. Many even commented that Groovin' Jerry was the best DJ we have hired since we started having the dance. The night was a perfect success. People left at 12:00 still dancing. If you didn't attend, you missed a great time. We hope to see you next year!!! Once again, thanks to every one who gave their time to make the dance a hit we really appreciated the effort that you put into it. You should all feel proud!



Have You Got Spring Fever?



If you missed the *Dance The Night Away* dance, don't worry because there is another service project right around the corner. Our Spring Fever Fest will be held on April 1. We will begin at 10:00 a.m. at the Norm Al Elementary School. Remember to bring any sport equipment that you might have. This is the elementary school kids' favorite day, so we need as much help as possible. Remember that even if it is raining the activities will still be held in the school gym. There is an entire elementary school with spring fever, so be there!

BELTS...Because Everyone Loves To BE Safe

Calendar of Events

- **Sat. April 1: Spring Fever Fest**
- **Week of April 10-14: Cleanup Campus Week**
- **Sat. April 15: Children's Easter Egg Hunt**
- **Fri. May 5: NU Red Sox Game**
If you're still around, if not have a great summer!
- **Mon. May 29: March in Memorial Day Parade**
- **Mon. May 29: Visit Veterans' Hospital after parade**

Mark your Calendar today!!!

Message from the President

Hi everyone,
 We have had an awesome last couple of weeks. The best by far was the *Dance the Night Away* dance that we had. I thought it was the best one so far, and I would like to specially thank a few members for organizing the entire event. You may know that the dance committee was headed by John Smith. For two months he and his committee, Jackie White, Ben Day, Henry Belmonte, and Joanie Allen, worked to make this an absolute success. They did everything from booking the DJ to getting people to donate food and drinks. John asked me to thank everyone who helped and to say that the dance could not have happened without all of you.

Also, don't forget that the Spring Fever Fest is coming up. It will be held before our next bulletin so make sure you remember. It is going to be a lot of fun, so get out your sport gear and lets go.

Our children's egg hunt will be here before you know it, and we need people to help fill the plastic eggs with candy. We will be updating you on this project in the next issue. Keep your schedules clear!

Your President,

Mike Geller

Mike Geller

Money, Money, Money

Can you believe that we raised over twelve hundred dollars at the dance? That is one of the best fundraisers we have had all year long. This means that we now have just under two thousand dollars in our account. We are well on our way to achieving our three thousand dollar goal for next year. You guys ROCK. We are really showing our district that our projects mean a lot to us. I hope to see you all at upcoming fundraisers. Just remember everyone, it's the service that counts! Have fun while you do it, and it is always a success. Thanks again, everyone for all of you help and support at the dance. Keep up the great work!

N E Circle K's Treasurer,

Liz Summers

Liz Summers

Club Quotes

- "If you weren't at the dance you missed a totally good time!"
— Jeremie Oxate
- "I can't wait for the Spring Fever Fest! I love kids and can't wait to get them involved!" — Lilly Jones
- "That DJ was so TQ, I didn't stop dancing until ten minutes after the dance was over!" — Buz
- "All I can say is, at least I didn't need to help clean up after the dance!"
— Carl Johnson

Well that's it for this edition of N E Circle K News. Join us again in two weeks to hear the latest about the Spring Fever Fest, and to read about the exciting world of our president. Maybe, just maybe, you will get chosen to say something totally stupid. Just think YOU could make it into my personal favorite column. Really Weird Club Quotes!

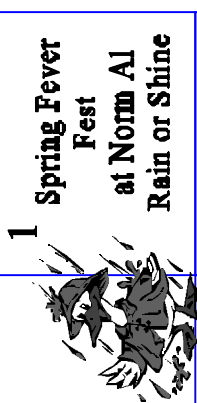
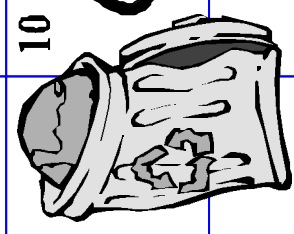
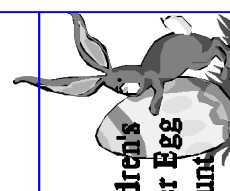
See-ya next time,
Angie Williams
 Angie Williams



Mark and Rhonda dance the night away on Friday night

APRIL 2000

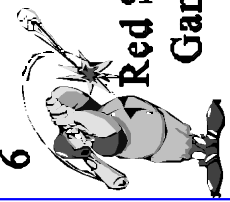
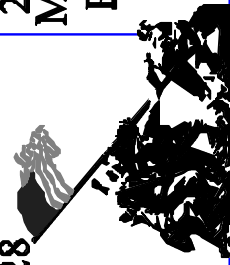

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

2	3	4	5 Meeting 8:00 PM	6	7	8 
9 	10	11	12	13	14	15 Children's Easter Egg Hunt 
16	18	19 Meeting 8:00 PM	20	21	22	
23	24	25	26 Meeting 8:00 PM	27	28	29
30						

Cleanup Campus Week

Use the rest of this calendar to fill in your random acts of kindness!

ASAY 2000

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Meeting 8:00 PM	4	5	6 	
7	8	9	10 Last Meeting 8:00 PM	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 Memorial Day Parade/ Visit Veterans Hospital 	30 If you're still around... 	31			

Enjoy Your Summer

Remember service doesn't stop
for summer!

The first of the newsletters is more traditional and is designed like a newspaper with a creative twist. This type of bulletin can be most useful if you have a large club, your members are very interested in hearing all of the club news, and or your club has someone willing to piece it all together. If this is the case, it can be the most fun to put together because of the opportunity to be creative. Remember that presentation is very important and just may convince members to attend future activities.

The second bulletin is simply a calendar of events for each month. This newsletter obviously requires less publications. However, with the use of the calendar only, chances are that all of the members will not take the calendar home and hang it up on their refrigerators. Also you can run the risk of informing club members of activities too far in advance. This caters to easy forgetfulness of activities. A combination of the two newsletters is a very good way to keep the club informed, entertained, and to make sure that every member knows the exact dates of events well in advance.

These are only two ideas for possible bulletins. As I said before the options are endless. Whichever you choose, always keep in mind the steps I mentioned. Also, now that you have an idea of how to create the bulletin, I have a few more tips. You should always make sure that the bulletin is consistent. This has several meanings. First, try to publish the newsletter regularly. If you choose to publish your club's bulletin every two weeks, you should try to get one out to your members every two weeks (of course this depends upon the amount of information which you need to report). Even if the amount of material which you have to publish is minimal, always try and publish some messages from your club's officers. This (although it may seem trivial) allows you to be consistent, and helps the members to know that there will be a bulletin every two weeks. If you have a regular bulletin also have a regular place to keep it. If the members know where and when to find it, only a simple reminder that the bulletins are available may be necessary at the beginning of a meeting.

Another way to keep your bulletin consistent is by keeping the design (especially the heading) the same. Variety is necessary in every bulletin, but by keeping the heading the same, you make the

bulletin familiar to the club. If you constantly change the heading it may be passed over by the members as they leave the room.

Publication dates, and headings are not the only areas that should be consistent. Font is an area in which many people tend to get carried away. If each article is written in a different type font, the newsletter will become choppy and difficult to read. This means that less people will read it. If the club members have to adjust their eyes to each section, they may give up completely. This does not mean that you can't change font at all. One thing which different font does is attract attention. It is a very good idea to use different fonts and sizes for headlines to articles and always make the headlines larger than the article's type so that the two do not blend together.

One more area in which consistency is a good idea is with layout. This is especially important if your bulletin is more than one page. If you normally have certain sections in certain places always try to keep the section in relatively the same place. For example: if the calendar of events is always on the third page, and you choose to put it on the fourth page for once, some members may think that there are no upcoming activities because they did not see the section in its usual place. I know that this may seem like a stupid rule, but suppose a member hadn't been to a meeting for a couple of weeks and received the bulletin in homeroom. He may hurriedly glance and not see the section where it normally is. Because of this, he may justly think that there are no upcoming activities. Many of the previous tips may seem ridiculous to you, but they work, I can promise that! There are many different areas in which consistency is necessary, but don't make your bulletin one dimensional, because then it can become boring. Hey, this is a trial and error process. Be creative and don't not do something new because I didn't say that you could do it. You have to find out for yourselves, so go ahead. Eventually you will find what works for your club, but in order to do that you need to have a bulletin. So, what are you waiting for? Don't just stand there!!! Get out there!!! You know how to create the position, and you have some starting tips on how to do a newsletter, so go ahead, EDIT!!!

Well, you're on your way to having an editor and a first rate bulletin. Now if you're interested, there are several more things that a great bulletin editor may want to look into. These are contributing to the district publication, *Lobster Tales*, and the international publication, *Circle K Magazine*. One last broad category is public relations. Let's first discuss the subject of club contribution to the district and international publications.

Lobster Tales is a short newsletter which is published about four times a year. It includes all of the elements which a club newsletter should include, only on a larger scale. One of the most important sections is the Club News section which was specifically created to allow clubs to have the opportunity to let the district hear about their service projects. This section not only includes short articles submitted by the clubs, but also photos. A bulletin editor is not the only club member who is allowed to submit an article to *Lobster Tales*, but if you are the one taking most of the photos at events, it may be a little more convenient for you to submit an article. Included in this packet will be a *Lobster Tales* article submission form.

The international publication also gives clubs the opportunity to submit articles about projects, but these are a little more selectively chosen, and viewed by every member of Circle K International. Again, the editor is not the only member allowed to submit an article, but for obvious reasons, submission by the editor makes sense. *Circle K Magazine* however has a certain set of guidelines which the editorial staff asks all submitters to adhere to. The club news stories which are submitted are placed in the "Action" section of the publication. Because the "Action" section is designed to, not only tell other Circle Kers what your club has done, but to inspire and give ideas to other clubs, *Circle K Magazine* requires a much more extensive description of activities than does *Lobster Tales*. There are two main focus areas for writing the "Action" article, summary and photographs. Following is a list of all information which is required for the summary section of the guidelines. Also included is a list of questions which would be good to answer. If you wish to submit an article online you may do so at: <http://www.circlek.org/magazine>.

Summary

- The name or description of the project in a few words
- The dates on which it was started and completed
- The name and location of your college
- The name, address, and phone number of a club member available for contact if more information is needed
- What inspired the project?
- What need did it fill?
- What action was taken and when?
- Did your club receive assistance from your sponsoring Kiwanis Club or any other source?
- How was the project publicized?
- What was the final result; if money was raised, how much and how will it be used?
- How was the project financed? (be specific here by giving amounts raised and spent)
- What did people have to say about the project before, during, and afterward?
- Any particularly interesting "behind the scenes" incidents can add to the general interest of the story!



Another important area, photography, can make all the difference as to whether or not your article is published in *Circle K Magazine*. Because *Circle K Magazine* is supposed to be visually attractive articles that include photographs are given preference to those which do not. Remember that this is the “Action” section which means that photos should be candid and not posed (note that this is one of the tips I gave you for your club bulletins). Color and black-and-white photos are acceptable. If you do not have clear crisp photos of the event, you can usually obtain them from your local paper (that is, of course, if the local paper took pictures). With pictures include the names and titles of the people in the picture. Although the publication of all articles cannot be guaranteed, don’t let this discourage you from submitting articles. Finally, due to publication schedules, articles can not be published for at least three months after the receipt of the article, so be prompt.

The last duty which I am going to discuss with you in this packet is that of public relations both inside and outside of your school. Like submitting articles public relations is not only a duty for a bulletin editor, but when there is one contact person for newspapers and radio it can be a lot easier to ensure that your club will have consistent public relations. You reduce the risk of lines of communication being crossed, and decrease the potential for confusion. With one person handling all public relations there will be less chance that any mishap will occur. There are two different types of relations, relations in the school, and in the community.

Let’s first talk about relations in the school. In-school relations come in one major form, posters or signs. Signs are an excellent way to make sure that the entire school becomes aware of upcoming activities which Circle K is going to hold. With posters, it is important that you write or say the name of the club so that everyone knows who is holding the event, a lack of information could result in a lack of interest.



Signs and posters are also a very easy way to announce activities throughout the community. Many local businesses will allow you to hang up any material promoting your cause. It is even more crucial to make sure that you have all of the information that is needed on these posters (especially the club’s name). Other than local businesses, local television, radio, and newspapers are excellent ways to make the community aware of the club’s upcoming events. Press releases are effective ways to ensure that local television and newspapers will report the events your club is holding. Also effective are public service announcements which are 10, 20, 30, or 60 second announcements made by local radio and television or cable stations. Because these are free for service organizations, the demand is high. When forwarding a press release or a public service announcement make sure that all of the information is given. Appeal to the people and give them accurate information on where to go for the event, when it is, and what they can do to help. There are several general rules which are applied to both press releases and public service announcements.

1. *Complete the release or announcement with names and club information.*
2. *Compile names of contact persons at local radio and television stations. Attach a brief passage on what Circle K is and what the activity is that you are holding. (note: a 60 second announcement is at most about 150 words)*
3. *Make sure that you forward all releases and announcements two to four weeks in advance.*
4. *Call each following week after submission to check that your release or announcement will be read. (TV and radio stations hold no obligations to read announcements.)*

Newspaper articles may also be printed upon forwarding of a press release. Newspaper ads are also very attractive ways to get the attention of the community. The different public relation forms will be provided for you .

Public Service Announcement

LOCAL CONTACT: _____

ADDRESS: _____

PHONE NUMBER: _____

FOR IMMEDIATE RELEASE

Press Release

LOCAL CONTACT: _____

ADDRESS: _____

PHONE NUMBER: _____

FOR IMMEDIATE RELEASE

Circle K International Article Report Form

CIRCLE K

Share your club's success stories with all of Circle K International. The *Circle K Magazine* staff is looking for stories about club achievements. In each edition, club projects and fundraisers are highlighted in the "Circle K in Action" section of the magazine.

If you have information about a club project, simply fill out the information below. Keep in mind that well-documented projects that include photographs have the greatest chance of being published. Include quotes from some of the people involved—their thoughts before, during and after the project. Please attach newspaper clippings, action photos rather than "lineup" shots, and other materials to this form. Be sure to include the name and daytime telephone number of a contact person if additional information is needed.

Circle K Club of _____

Date _____

City _____

State/Province/Country _____

Submitted by: _____

Telephone number () _____

Address _____

City _____

State/Province/Country _____

Type of project

Date and location of event _____

Number of members in Circle K club _____

Number of members involved in project _____

Total hours _____

How long has the club been involved in this project _____

If project was a fund raiser, how much was raised \$ _____

Please include a summary of the project and the work accomplished, specifying as many details as possible. Use the other side of this form or another sheet of paper if necessary.

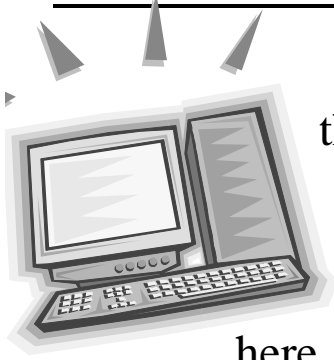
Mail Report Form to:

Circle K Magazine Editor

Kiwanis International Building, 3636 Woodview Trace

Indianapolis, IN 46268-3196

317/875-8755 or 800/KIWANIS



Well, we have gone through it all! There was a lot of information covered here, but I am sure that its not too much for you to handle. I hope that I have convinced you of the importance and usefulness of a club bulletin editor and likewise a club bulletin. I hope to see a great increase of clubs with bulletin editors next year.

I don't know what else to say right now, but I hope that you have gotten a lot of valuable information out of this packet and will use it in some way in future years. I thank you for reading this, and at least thinking about founding the position of club editor and starting a bulletin. I had a lot of fun putting this packet together for you, and hope that you have a lot of fun de-

veloping a first rate newsletter. If you do decide to create the position, which I hope you all will, I ask that you remember that I am here to help you. If you have any questions or comments, don't hesitate to contact me in some way. I have provided my contact information for you.



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Yours in service and friendship,

A handwritten signature in cursive that reads "Brian Kelly".

Brian Kelly
New England District Bulletin Editor
