



DIVISION NEWS EDITOR MANUAL

2021-2022



Welcome, Bees!

Congratulations on your appointment to serve as a Division News Editor! This is just the beginning of a successful term. Your role as an editor is crucial to the success of the division and club editors 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 progress. Strive to achieve and **watch yourself grow as a member, officer, and person.**

As an editor, it is your responsibility to create publications that should **effectively distribute information** about the division 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 division officer means that you should be checking up with your fellow leadership team as well club editors 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 **Resources > Club > Editor** to view all the materials available to you. Several guides include ***Redefining the Editor Position, Graphic Design 101, Newsletter Production 101, Articles & Visuals 101, Role of the News Editor, and more!***

As always, don't hesitate to contact me at **dne@cnhkeyclub.org** or your Lieutenant 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. Remember that you are not alone and have support around you! **Best of luck with your term!**



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buzzin with style.

Victor Nguyen

CNH District News Editor 2021-2022

CREATING PUBLICATIONS

WHY DO WE CREATE PUBLICATIONS?

Gets 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 division 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, and overlays.

HOW CAN YOU FIND 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 and divisions promote events
 - Look at book covers, posters, and stationery designs
 - Take **inspiration** from nature and wildlife

WHAT TYPES OF PUBLICATIONS ARE THERE?

Newsletters
Flyers and Graphics
Social media posts
Headers, banners, overlays

KEEP THIS IN MIND!

Your publications should contain **timely and relevant information**. Unless it's a recap of an event, don't send out a flyer with information from last week! Try to promote events and information at least a week in advance. Publications should also be visually appealing with all the necessary information.

~NEWSLETTERS~

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 that range from price and experience levels:

FREE

Google Slides & Drawings: *Available to everyone*

PROS: free, easy to work with and access.

CONS: limited capability, 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: mid-priced, large files

Procreate: graphics editor and drawing software

PROS: great for artists, easy to learn, cheap alternative

CONS: limited to iPad devices, requires an Apple Pencil

NEWSLETTERS CONT.

Below are programs that can be quite expensive and challenging to use at first. But these programs can be extremely worth it and useful when you get comfortable using after a while.

ADOBE PRODUCTS & MSFT POWERPOINT

Photoshop: Photo and graphic editing software.

PROS: incredible range of function, flexible

CONS: expensive, large files, difficult to design

InDesign: Text document and publication editing software.

PROS: incredible range of function, multiple pages

CONS: expensive, difficult to learn

Illustrator: Vector-based editing software.

PROS: incredible range of function, completely scalable

CONS: expensive, limited on effects

Powerpoint: Microsoft presentation software.

PROS: multiple pages, decent range of function

CONS: awkward layout, expensive

TIPS & TRICKS ABOUT USING PROGRAMS

- **Start slow:** If you're a beginner, you can't expect to pay for an expensive program and know how to use it. Start with a free program to learn the basics, then progress from there!
- **BEE patient:** Whether you are a beginner or an expert at using these programs, it will take time to learn and adjust to creating artwork and design.
- **Ask for help:** If you are ever stuck while using a program, there are many resources to help you out. You can watch videos on Youtube, ask a friend who knows, or search on the internet about your problems! There is always a way!

NEWSLETTERS CONT.

Below are ways to improve your newsletters from content to design!

CONTENT | PAGES

Cover:

- Have a catchy title that's eye-catching to your members.
- Include your division!
- Use the pencil, CNH logo, and CNH wordart.
- Work with Graphic Standards-approved fonts!
- BEE creative! Use graphics like bees, a division mascot, or graphics that relate to your theme! Try to create a color scheme for the entire newsletter.

Lt. Governor & Editor's Message: Include messages from yourself, Lt. Governor, and other officers in your division!

Articles and Visuals: Incorporate articles and visuals that highlight service and growth within the division.

Monthly Recognition: Highlight the members and officers within the division so recognize their hardwork towards Key Club!

Division, District, and International Updates: Update members on past and upcoming events and news! Promote opportunities for members to be more involved!!

Educational and Informational: Include pages that will educate members on Key Club history, partners, and programs!

Contact Information: Have a contacts page with information of the Lt. Governor, all the division leadership team, and club presidents! This way, members can easily contact the division.

NEWSLETTERS CONT.

TIPS AND TRICKS ABOUT NEWSLETTERS

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.
- Include **page numbers**. Make sure it corresponds with the Table of Contents so members can easily access the pages.
- 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.
- Make sure you are ALWAYS following **Graphic Standards**. The Graphic Standards guide can be found on the Cyberkey!
- Lastly, **uphold the objects** of Key Club International by following and promoting Safekey and the four core values.

NEWSLETTERS CONT.

SUBMISSION PROCESS

Starting from the 2021-2022 term, the NEW submission process will be through a Google Form. Please check with your current District News Editor if there are any problems accessing the form.

FILE NAMING:

-> D##_DNEWS_[PublicationMonthDigits]_Term.pdf

Example: D99N_DNEWS_09_2122.pdf for the SEPTEMBER newsletter, submitted on AUGUST 20th

SUBMIT TO:

-> tinyurl.com/cnhnewsletters

REQUIREMENTS:

-> Must be a **proactive submission** (submit the newsletter for the upcoming month)

-> **DUE THE 20TH OF EACH MONTH BY 6PM PST/HST**

-> Must be in **PDF format**

THINGS TO KEEP IN MIND:

-> **Compress** your files! It will be easier for you to upload and store.

-> **Backup** your files! You don't want your files to crash last minute and try to recover them.

~ARTICLES & VISUALS~

Share stories of Key Clubbers to **inspire other members** to continue to serve and attend events. Promote writing articles and taking visuals at club/division events! Articles and visuals are to demonstrate **growth, service, and recognition** within in the division. **Anyone** can submit articles and visuals because their voice matters.

Please refer to the **Articles & Visuals 101** guide for more details!

SUBMISSION PROCESS

FILE NAMING (FOR BOTH — SHOULD ALIGN):

-> D##_EventName_#x (x being 1,2, 3, etc)

Example: D99N_RubinoParkCleanup_#1.docx for the RUBINO PARK CLEAN UP as the first event submitted.

SUBMIT TO:

-> tinyurl.com/cnhnarticlesandvisuals

REQUIREMENTS:

- > **DUE THE 15TH OF EACH MONTH BY 6PM PST/HST**
- > Files must be **compressed and named correctly**
- > Must be in **.docx format for articles**
- > Must be in **.png or .jpg format for visuals**

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!**

~GRAPHICS~

On the division level, graphics and flyers are the **quickest and most effective way to distribute information** to a large audience. They should be eye-catching and contain necessary information to benefit members.

WHAT DO YOU 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.
- **Details!** 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.

GRAPHICS CONT.

EXAMPLE FLYER

The flyer is titled "Recognition & Contest WORKSHOP" in large, bold, gold and white letters. Below the title, it says "cnh key club" and "7/18, 4pm - 6pm". The main text reads: "Learn about various district and international contests, how to apply, and kickstart your E-Portfolio!". On the right side, there is an "Itinerary" table. At the bottom right, the website "cnhkeyclub.org" is listed. Five dashed arrows point from the 5 Ws to specific parts of the flyer: "What" points to the title, "Who" points to "cnh key club", "When" points to "7/18, 4pm - 6pm", "Why" points to the main text, and "Where" points to the website.

The "What" --->

The "Who" --->

The "When" --->

The "Why" --->

The "Where" --->

Item	Time
Opening Session	4:00 pm
What is the MRP?	4:10 pm
Club Contests	4:25 pm
Break	4:40 pm
Officer Contests	4:45 pm
Testimonial	5:00 pm
Graphic Standards	5:05 pm
Starting your E-Portfolio	5:15 pm
Work time	5:30 pm
Closing Session - Kahoot	5:50 pm

HOW TO DISTRIBUTE

- Post on **social media**
- Encourage division and club **officers** to share
- Distribute to your **clubs**
- Include in your division **newsletters**

~OFFICER DEVELOPMENT~

As an officer on the division level, there are always ways to improve — an editor and a leader. Through this section, you'll see the different ways that you can seek improvement.

YOUR RESPONSIBILITY

As a member of the division leadership team, 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 division 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 division leadership team!
- 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.

OFFICER DEVELOPMENT CONT.

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 too!

OFFICER DEVELOPMENT CONT.

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.

DELEGATION

Split up tasks! You don't want to overwhelm yourself by overworking! Your division leadership team can help you so utilize them to your best and efficiently! Have them submit monthly submissions so that you can have more content in your newsletters. No matter how many people you have, whether it's 1 or 10, there is always someone to help you out!

Communication! The best way to get the job done is to communicate. It's harder to stress about the work than to remind officers about submissions. If you need help, ask for it. If you have any questions or need any feedback, ask for it! Communicating with those around you will improve the quality of work that you produce.

~COMMUNICATION~

Here is more in-depth detail about why **communication** is important to your growth as individual and officer.

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 (WITHIN AND TO LOCAL CLUBS)

Attend as many local events as possible as well as support your local club. Take advantage of the opportunities available to you to network and connect with members from your division. As a division leadership team member, you are an asset to the division as members will look up to you.

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. This task can be delegated but as utilize technology often, social media is very important to keep in contact with your members!

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

COMMUNICATION CONT.

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**.

EDUCATION IS KEY TO SUCCESS!

Utilize the resources available to you from the **CNH CyberKey** to distribute to your members and promote education of the Kiwanis:

- CNH District Newsletter
- What's Poppin' CNH & other videos and webinars
- Committee infographics (The 8 District Committees: CM, DCON, KFF, MDE, MR, PIE, SP, STP)
- 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 division specifically.

~RESOURCES~

KEY CLUB INTERNATIONAL

www.keyclub.org

CNH CYBERKEY

www.cnhkeyclub.org

CNH DISTRICT EDITORS

District News Editor | dne@cnhkeyclub.org

District Tech Editor | dte@cnhkeyclub.org

District Visual Media Editor | dvme@cnhkeyclub.org

EDITOR REFLECTORS

Division New Editors: tinyurl.com/cnhkcdne

Club Editors: tinyurl.com/cnhkceditors

GRAPHIC STANDARDS MANUAL

www.tinyurl.com/cnhkc-graphicstandards

CNH DISTRICT NEWSLETTERS

www.issuu.com/cnhkc

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THANKS FOR READING!
happy editing!