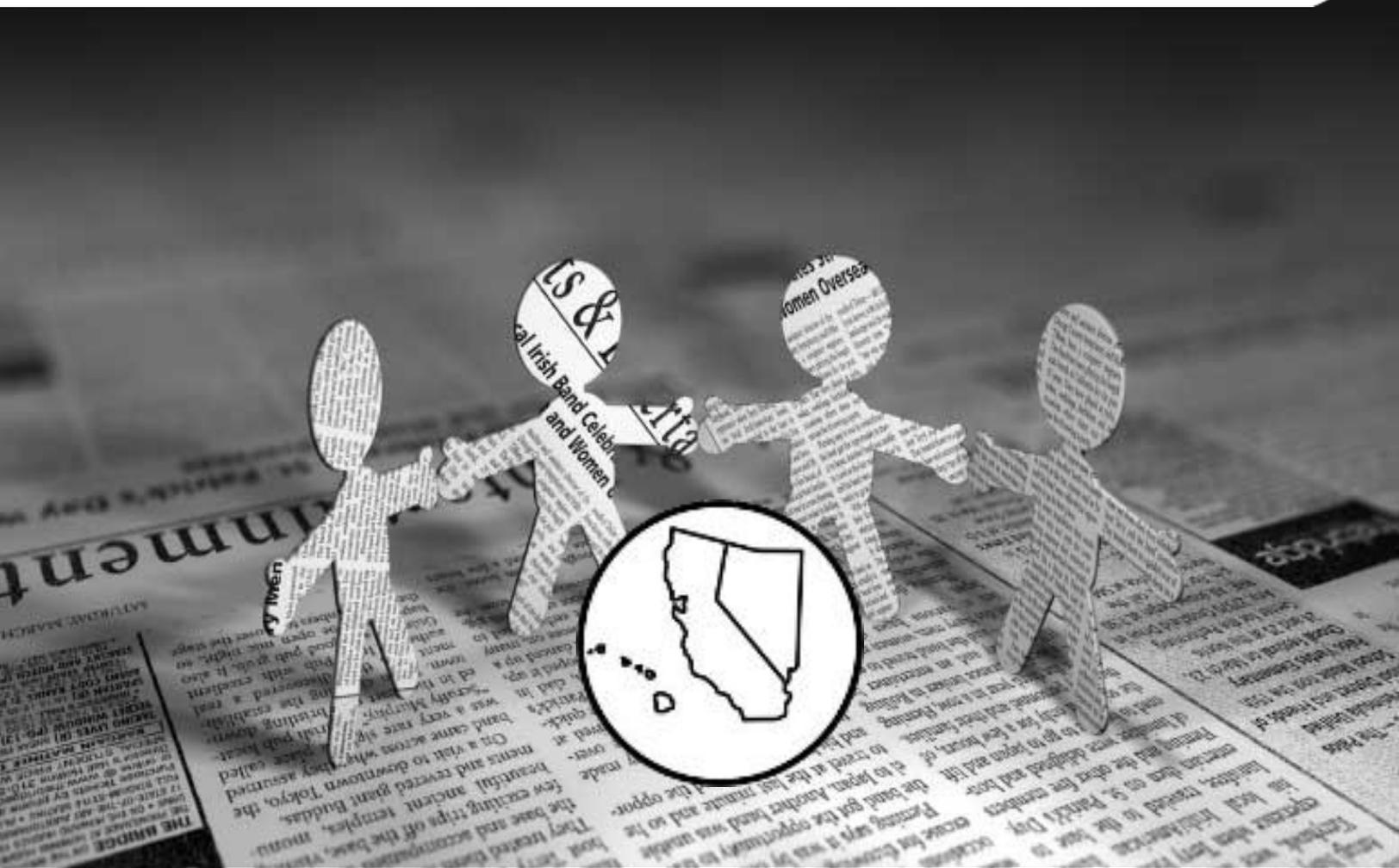


2011-2012

# EDITOR'S MANUAL

Created by 2011-12 District Technology Editor Elijah Kang



“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

-Andrew Carnegie

**PLEASE BEE GREEN AND DO NOT PRINT THIS MANUAL**

# Introduction

Hello CNH Editors,

Congratulations on becoming your club's editor! An editor plays a crucial role in promoting and distributing information about Key Club. This provides you great responsibilities with accuracy, commitment and creativity to represent your home club and Key Club as a whole. You will be designing newsletters, taking pictures at events, and publicizing Key Club around your home, school and community.

This manual has been compiled as a guide for your entire term and for your convenience. It discusses common editor duties such as newsletters, articles, visuals, and the Graphic Standards.

If you have any questions or concerns, please be sure to post on the editor's reflector group, contact your Lt. Governor, or email me at [cnhkc.dte1112@gmail.com](mailto:cnhkc.dte1112@gmail.com). The editor's reflector is a group of all the editors in the CNH district open to help each other. It is a perfect way of communicating and sharing ideas among other editors.

You have your resources; now use it to your advantage and BEE successful! Goodluck!

Elijah Kang  
2011-2012 District Tech Editor

## TABLE OF CONTENTS

Introduction	2
What is an Editor?	3
Articles	4-5
Pictures/Visuals	6-8
Newsletters	9
Graphic Standards	10-12
Website	13-14
Contact / Info	15
CNH Key Ad	16

## RESOURCES

- [CNH CyberKey](#)
- [Key Club International](#)
- [Graphic Standards Manual](#)
- [Key Club Logos and Wordmarks](#)
- [Key Club Design Elements](#)
- [Editor's Reflector](#)

# What is an Editor?



Club editors, commonly referred to as bulletin editor or historian, are the promoters of Key Club. They are responsible for publicizing news, events and visuals. Basically, they are the news central of the club.

It is also the most creative officer position since it involves designing while maintaining the rules of the Graphic Standards.

Some of the duties include compiling the club newsletter, designing flyers and posters, taking pictures at events and managing a club website (optional).

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 must be submitted using the template found on the CNH Cyberkey ([www.cnhkeyclub.org](http://www.cnhkeyclub.org)) under News>CNH District Newsletter at the bottom of the page.

In addition, it must be saved in the original .doc format before submitting. Do **not** save it as a PDF.

Tip: Be sure to include the author's name, division, and school on the top right corner of the template. Many members also forget to delete the entire text found on the 3 columns. To quickly delete everything, click on the first column and press Ctrl + A, then Backspace.

## 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](mailto:cnharticle@gmail.com)) and your Lt. Governor.

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

The great thing about articles is that it can be submitted anytime during the month. Only those articles that are submitted before the 20th of every month are featured on the upcoming CNH Key.

## Finalizing



Be sure to put effort into the articles. Do not write brief descriptions of the event. Articles should be about a paragraph long to be considered. Remember, quality vs. quantity!

Add pictures into your articles to make it stand out. Only keep it to a minimum and choose your best ones. Also be sure to compress the attached images (see page 8 for more instructions). They will most likely be added into the CNH Key alongside your article.

## Notes

- Encourage your members to write articles; you shouldn't be the only one submitting them.
- Articles are featured on either the CNH Key or the District Newsletter
- Attach images within the .doc file, not separately alongside it
- Article topics are available on the CNH Cyberkey and on the latest edition of the CNH Key

# Pictures/Visuals

## Taking Pictures: The Right Way

- Always have a camera ready at every event!
- If not, improvise! Cellphone cameras are decent nowadays.
- At a club level, you can take any type of pictures.
- At a district level, you must take pictures of service.
- Group pictures, poses, scenery, etc. are not appropriate pictures a 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 and 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 them and send them to the district. Your Division News Editor will use them in the 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!

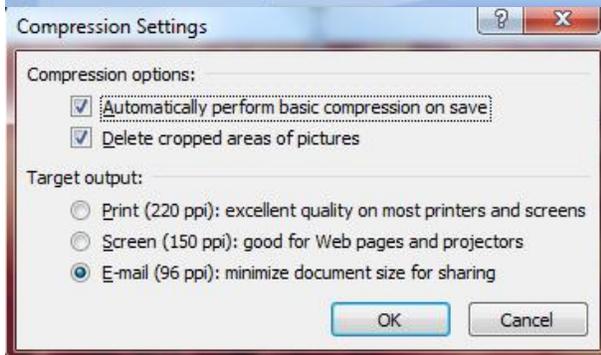
Remember to send in the pictures as a JPEG file.

## **Compressing Pictures**

For those of you with high quality cameras, you must reduce the file size of the pictures before sending them. If the file size is above 1MB, it is too large. Try reducing the image resolution to around 640x480. You can do this in any image editor such as Adobe Photoshop, Gimp, or Microsoft Paint.

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

## 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.

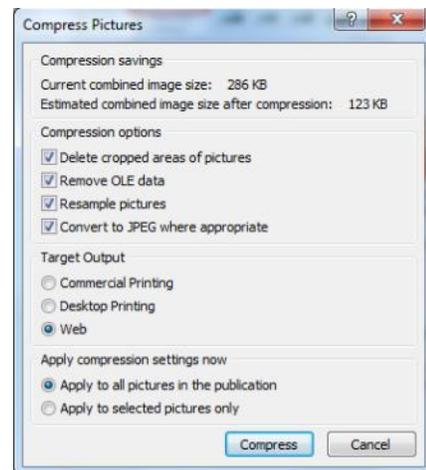
Click OK and then save!

### 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!



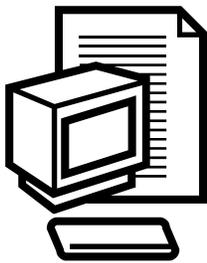
### Microsoft Powerpoint

For Powerpoint, it generally works the same way as Microsoft Word. Please note that the version used for this guide is 2007. It may be different or similar depending on which version you use.

## What is a Newsletter?

A newsletter is generally a news magazine that keeps your club members updated on Key Club. You can incorporate more than just news, such as upcoming events or member of the month or even useful tips! Club newsletters are not submitted, but should be saved for upcoming contests. Newsletters can incorporate the materials you already have: articles and pictures, and it simply needs to be assembled together into one.

## Programs to Use



You can generally use any program that can compile into a PDF for newsletters, however, the more common programs are Microsoft Word and Publisher. It is strongly recommended to use Microsoft Publisher since it is built more towards promotional documents rather than a writing processor like Word.

This manual itself has been 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.

For a sample newsletter that follows the Graphic Standards, please click [here](#).

# Graphic Standards

## Graphic Standards...?

Key Club is an international organization. In order to create a unified, professional image, we use Graphic Standards. They are generally a set of rules for applying on Key Club based documents and promotional flyers. This is used to easily recognize Key Club materials through the appropriate colors, fonts, and the usage of the pencil.

## General Overview

- Century Gothic for headers
- Goudy Old Style for body text
- Alternatives fonts include Verdana and Arial
- Use **accent** fonts to add your own style!
- Find fonts online!

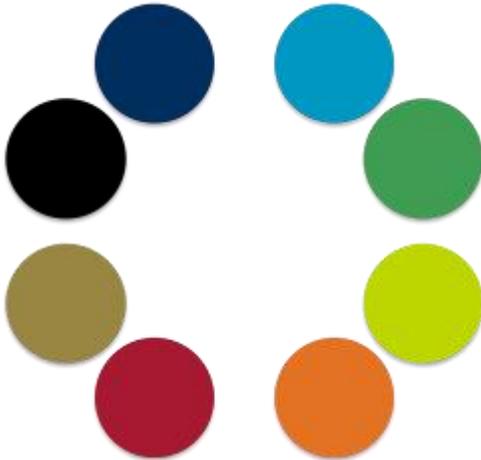
[www.dafont.com](http://www.dafont.com), [www.urbanfonts.com](http://www.urbanfonts.com)

Do not go completely extreme over fonts and select inappropriate fonts such as *AKSD*.

- Always use the appropriate Key Club Logo, pencil, fonts, colors, and CNH logo
- All logos and word marks must remain proportional
- There should be nothing within a half inch of all sides of the Key Club logo and watermark.
- The logo should also be on a neutral background



# Colors



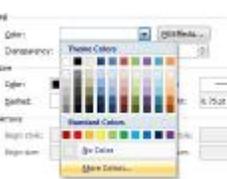
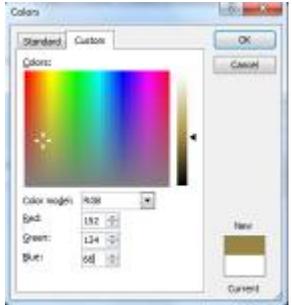
These are the Key Club colors that you should use in all of your Key Club based documents.

Each color found on the Graphic Standards Manual has a unique PMS, CMYB, RGB, and HTML code. You can use these values to input the precise color into your document.

**PMS 295**

100%	Cyan
56%	Magenta
0%	Yellow
40%	Black
<hr/>	
0%	Red
47%	Green
95%	Blue
<hr/>	
HTML 002F5F	

To select these colors on Microsoft Office, do the following:

<p>1. Select an element in your document and right-click it. Click on "Format AutoShape..."</p>	<p>2. Look at the Fill section and click on the arrow. Then click on "More Colors..."</p>	<p>3. Click on the "Custom" tab. Look at the Graphic Standards colors shown above. Enter the numbers you see for each corresponding color.</p>	<p>4. Clicking OK will result in the element being the color you entered!</p>
			

## Reality Check

This is simply a brief overview of the Graphic Standards. You will realize that there can be limitations to using it, but this is where your creativity comes in. Any Key Club based document can look extremely professional and nice with a little effort and experience. Be sure to check out the complete Graphic Standards on the official Key Club International website ([www.keyclub.org](http://www.keyclub.org)) under Resources.

## Need help?



You may find plenty of Key Club documents around your home club or online. Study the designs that are used and learn from them. Create your own unique features and make your newsletter distinct from others. You may also ask on the Editor's

Reflector, your Division News Editor or me for feedback and comments.

## Resources

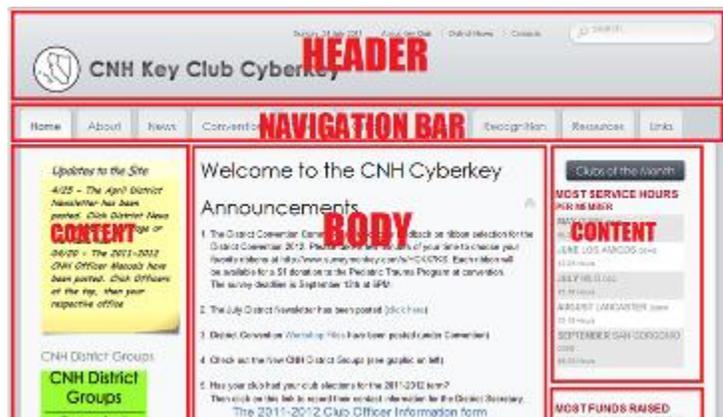
The appropriate Key Club logo, wordmark, and pencil can all be found on the Key Club International website under Resources. Always be sure to see what's available for you already.

# Website



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.

## 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

- It is important to keep things compressed!
- Bandwidth is the amount of data that can be transferred from the server to the website visitors
- Loading web pages even costs bandwidth
- Once you've used up all of your bandwidth, your website won't be available until it resets (usually per month)
- Almost all web hosts give you enough bandwidth to work with

## Can I use Facebook? Tumblr?

Any social networking website is a no. However, you may use these websites to promote a Key Club event or your newsletters. Please keep all business related materials outside of social networking websites and resort to email instead. In addition, make all Key Club events private in order to protect your members from any unwelcomed guests are your event.

Tumblr is not a web host. It is a blog website that integrates social networking through reblogging posts. It does not allow a privacy option, and therefore should not be used for promoting events.

# Contact / Info

## DISTRICT EXECUTIVES

<b>Governor</b>	Erinn Wong	cnhkc.dg1112@gmail.com
<b>Secretary</b>	Andrew Liu	cnhkc.ds1112@gmail.com
<b>Treasurer</b>	Christopher Van	cnhkc.dt1112@gmail.com
<b>Technology Editor</b>	Elijah Kang	cnhkc.dte1112@gmail.com

## ADMINISTRATORS

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

## SUBMISSIONS

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

## INFORMATION

- Be sure to check the CNH Cyberkey ([www.cnhkeyclub.org](http://www.cnhkeyclub.org)) often for updates on district news.
- Check the Editor's Reflector constantly. Someone may have a question you never thought of or find an answer to a problem.
- Submit articles and visuals to your Lt. Governor and Division News Editor.
- There is no Distinguished Editor award; however, there is a club newsletter award and club website award for editors. For guidelines, please go to the CNH Cyberkey under Recognition>Contest Applications.
- There are useful resources under Officers>Bulletin Editor on the CNH Cyberkey for you to use.

# the CNH KEY

MAKE YOUR STORY HEARD!  
SUBMIT TO THE CNH KEY!



a Kiwanis-family member  
[keyclub.org](http://keyclub.org)

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