



# How to be a... **CLUB EDITOR**



Illinois-Eastern Iowa District

Tanner Oetjen - 2009-2010 *Iolian* Editor

## Editor's Duties:

A club editor is vital to a Key Club because he/she is responsible for all printed material the club receives. The editor is the advertiser, the communicator, and general publicity person of the club. This role requires time and knowledge on dates and happenings of district and International events, in addition to the current club projects and plans. The editor must be knowledgeable of the programs and structure of Key Club International.

The role of club editor is that of a public relations officer. The editor makes sure the public is informed about the service Key Club renders. The club editor needs to work alongside the secretary to be an informed officer and to use the correct and necessary information for newsletters, fliers, bulletins, and publicity stunts. Club editors have the role of making Key Club known within the community and the school.

# MAKING A NEWSLETTER

- ⊙ Pick a publishing program (Microsoft Publisher, Microsoft Word, Adobe Indesign).
- ⊙ Pick a layout. You can use a premade template but remember to apply graphic standards!
- ⊙ Assign people to write articles for your newsletter (example: Ask your treasurer to write an article about the importance of dues).
- ⊙ Be sure to check all of the resources on the left! They are filled with information.
- ⊙ Create a catchy title. Try to immediately catch the reader.
- ⊙ Always include the Key Club International Logo and the Illinois-Eastern Iowa District Logo.
- ⊙ Always check for spelling and grammar errors. Most publishing programs have the handy spell check but doing it yourself always best.
- ⊙ Using pictures can make the page pop and attracts reader's attention. Try to use the best quality pictures possible. Blurry pictures are a definite NO.
- ⊙ Remember to include the following: Date, School name, Volume, and Issue number.
- ⊙ Use a different variety of font sizes (min. 10).
- ⊙ Try to make your newsletter fun. It is possible for a professional newsletter to be fun.

## Resources:

The *Iolian* or KEY CLUB magazine

[www.iidistrict.org](http://www.iidistrict.org)

[www.keyclub.org](http://www.keyclub.org)

Public Relations Manual

Graphic Standards Manual  
(available on [www.keyclub.org](http://www.keyclub.org))

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# SUGGESTED NEWSLETTER TOPICS

## August-September-October

- Information on fall mailings
- International Convention Summation (District awards, International Board)
- Information on dues
- Information about the District Project
- Information on Regional Training Conferences
- Information on Youth Opportunities Fund

## November-December-January

- Key Club Week and planned activities
- Holiday service projects
- District Convention Promotion (include location, dates, and costs)
- Circle K Holiday Embrace
- Details on new Lieutenant Governor elections

## Going Above and Beyond

One way to go above and beyond the duties of an editor is to submit to the *Iolian*. The *Iolian* is the official publication of the Illinois-Eastern Iowa District. You can write articles about successful club projects describing what the project is and everything that went on. Also include the number of service hours and a photo if possible. You can also write an article titled "My Favorite Service Project". Encourage club members to write this article explaining their favorite service project and why. Another way to go above and beyond is to send the *Iolian* Editor your club newsletter.

## Important Things to Know as Editor:

- ▲ Theme/Major Emphasis Program (MEP)
- ▲ Youth Opportunities Fund
- ▲ District Project
- ▲ Kiwanis-Family

## February-March-April

- Club Elections
- Previews for District Convention (theme, speakers, special guests)
- Lieutenant Governor/District Executive board results and contact information
- International Convention Promotion

## May-June-July

- District Convention Summation
- More information on International Convention
- Information on all summer projects

## CONTACT ME!

I'm always here to help!!

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Key Club International

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## Important! (in every issue):

- ☑ List of all important dates
- ☑ Club officer contact information
- ☑ Graphic Standards
- ☑ Summary of past club projects
- ☑ Other important club information

I can always assist you with your newsletters.