

EDITOR'S HANDBOOK

**A COMPLETE GUIDE ON HOW TO FUFILL YOUR DUTIES AS
CLUB EDITOR**

Created By: Bethany Tran (2022-23 District Editor)

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OVERVIEW OF ASSIGNMENTS

This is a list of everything you are to complete and submit to me each month.

I highly recommend creating a new email for submissions, so that you can keep all your editor materials and emails in one place!!!







Think of all your assignments as recaps of the previous month: (EX: April submissions are due May 5th, May submissions are due June 5th, etc.)

1. Newsletter
2. Articles
3. HOTO
4. Photos
5. Letter to the Editor
6. Riddle of the Month

HOW TO SUBMIT:

- Assignments are always due on the **5th at 11:59 PM CST of every month** unless the 5th is on a Sunday or holiday.
- You submit your assignments by emailing them to editor@tokeyclub.com
- Each assignment should be sent SEPARATELY (i.e DO NOT include all 6 assignments in the same email)
- When submitting, the email header format **MUST BE: [full school name] [division] [month] [assignment]** (points will be deducted if your header does not follow the format.
 - ex. *Garland High School Division 2S September Newsletter*

EXAMPLES:

<input type="checkbox"/>	☆	To: editor	Garland High School Division 2S September HOTO	10/5/21
			 September HOT...	
<input type="checkbox"/>	☆	To: editor	Garland High School Division 2S September Letter to the Editor - Dear Anushka, Hi there! Hope you are doing well and are ...	10/5/21
<input type="checkbox"/>	☆	To: editor 2	Inbox Garland High School Division 2S September Photos - Thank you for submitting your photos! Remember: active pict...	10/5/21
			 September Pho...	
<input type="checkbox"/>	☆	To: editor 2	Inbox Garland High School Division 2S September Riddle of the Month - Riddle: I was there for your first, and I was there f...	10/5/21
			 Riddle of the M...	
<input type="checkbox"/>	☆	To: editor	Garland High School Division 2S September Articles	10/5/21
			 Sydney Nguyen ...  James Draper S...  Elijah Quilantan... +2	
<input type="checkbox"/>	☆	To: editor	Garland High School Division 2S September Newsletter - https://issuu.com/garlandkeyclub2021-22/docs/september_new...	10/5/21

Instructions on how to complete each assignment found below!

(1) NEWSLETTERS

What is a Newsletter? A newsletter is like a little virtual booklet that you create for your club each month! They are meant to be used as a resource for your club members. Newsletters ought to be informative and accessible, meaning all editors should strive to present information in an organized and captivating manner. Newsletters can also serve as a way to showcase and recap your club activities and events! So when making your newsletters, make sure to be creative and have fun!

Requirements:

1. BRAND GUIDE: COLORS/FONTS YOU MUST USE IN YOUR NEWSLETTERS

- No more than 10% of the colors are not listed from key club intl. or Texas-Oklahoma guidelines (translation: just don't use too many colors that aren't listed below)
- At least 3 colors from the key club intl. guidelines are used. (these colors)



CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX 231f20



CMYK 100 / 70 / 0 / 40
RGB 0 / 47 / 95
HEX 003366



CMYK 20 / 30 / 70 / 15
RGB 180 / 151 / 90
HEX b49759



CMYK 100 / 0 / 0 / 0
RGB 0 / 174 / 239
HEX 00aeef



CMYK 0 / 61 / 97 / 0
RGB 245 / 128 / 37
HEX f58025



CMYK 28 / 86 / 100 / 27
RGB 145 / 56 / 31
HEX 91381e



CMYK 0 / 100 / 79 / 20
RGB 196 / 18 / 48
HEX c41230



CMYK 0 / 100 / 0 / 0
RGB 236 / 0 / 140
HEX ec008c



CMYK 60 / 23 / 91 / 5
RGB 115 / 152 / 73
HEX 729849



CMYK 0 / 17 / 80 / 0
RGB 255 / 210 / 79
HEX fed450



*CMYK 45 / 49 / 24 / 1
*RGB 149 / 131 / 156
*HEX 94829c



*CMYK 24 / 13 / 99 / 0
*RGB 203 / 196 /
*HEX cbc42d



*CMYK 56 / 38 / 22 / 0
*RGB 126 / 144 / 170
*HEX 7d90aa



*CMYK 45 / 0 / 33 / 0
*RGB 140 / 207 / 1
*HEX 8bcfba

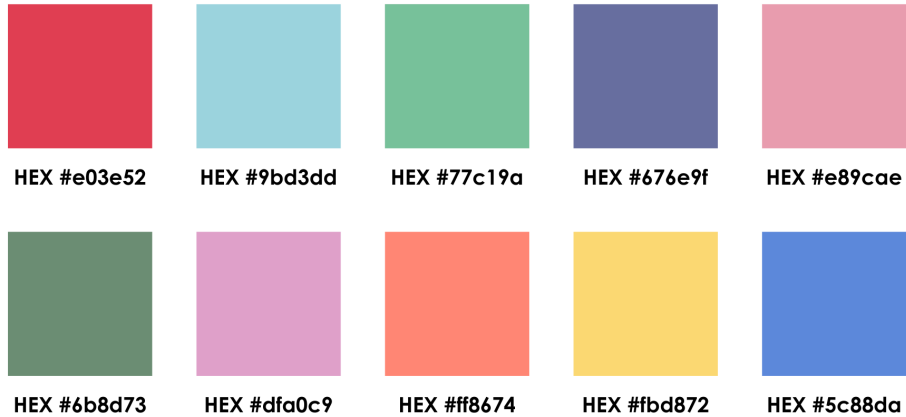


*CMYK 2 / 31 / 100 / 0
*RGB 247 / 180 / 26
*HEX f5b419

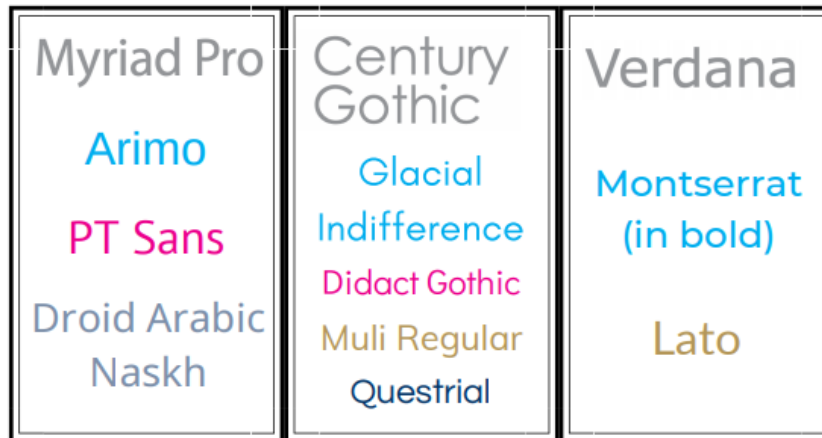
To find colors, click the color icon on the top bar. Then, click the plus icon on the left, then type in the HEX code.

- At least 2 T-O Colors (these colors):

Texas-Oklahoma Key Club Brand Guide



- At least one approved font (Grey fonts are the approved fonts, colored fonts below are the Canva.com dupes of the 6 approved fonts):



2. CONTENT: WHAT MUST BE INCLUDED IN YOUR NEWSLETTERS

- **COVER PAGE: includes volume #, issue #, school, region, and division**
 - **Volume:** your term (if this is your first year as editor put 1, if it is your second year put 2, etc.) **OR** if the editor before you made newsletters, your volume can act like a continuation of their newsletters. EX: the editor last year started volume 1, so your newsletters would be volume 2. Volume number does NOT change until the end of your term. Think of it like seasons of a TV show.
 - **Issue:** the number of newsletters you've made. If you begin a new volume, numbers should restart. (ex. If you start in April your April newsletter will be issue 1, your May newsletter will be issue 2, etc.) Think of it like individual episodes on a TV show.
 - **School:** Full school name (no abbreviations)
 - **Region & Division:** contact your Lieutenant Governor, club advisor, or the District Editor if you are unsure of your club's region and division.

- **Table of contents**

- **Page numbers**

- **Upcoming deadlines/events** (with the time, location, and brief description) for the next month (ex. April Newsletter will include upcoming events in May)

- **Kiwanis Endorsements (also known as Major Emphasis Promotions):** Include each of the following organization's logos with either a brief description of the organization or a link to the organization's website. We promote these organizations because they are either partners or preferred charities of Key Club International.

MAJOR EMPHASIS TRANSPARENT LOGOS: [transparent logos](#)

- **Children's Miracle Network:** you can use info from <https://childrenshealth.childrensmiraclenetworkhospitals.org/>

- **Eliminate/Unicef**; you can use info from <https://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/home.aspx> or <https://www.unicef.org/>
 - **March of Dimes**; you can use info from <https://www.marchforbabies.org/>
 - **Key Club International Endorsement: The Thirst Project**; you can use info from <https://www.thirstproject.org/>
 - **LEDCON Advertisement** after the theme is released (usually released in January 2023)
- **Contact Info:** Include the Name and at least one method of contact (Email, phone number, etc) for each of the following
 - **Club Officers** (President, VP, secretary, treasurer, editor, webmaster, etc.)
 - **District Staff** (District Governor, District Secretary, District Treasurer, District Editor, Convention Liaison, Tech Producer)
 - **Your Lieutenant Governor** (corresponds with your division)
 - **Your Regional Advisor** (corresponds with your region)
 - ★ District Staff, Lieutenant Governor, and Regional Advisor Contacts can all be found here: [ALL DISTRICT CONTACTS](#) (contact me if there are any contacts you are unsure about)

Optional Ideas to Include in your Newsletter: I will reward a bonus point to newsletters that are visually appealing and well organized. In addition to visual appeal, I will also consider rewarding the bonus point based on any content you include that is not required in the rubric! Many of your other submissions can also be used as content for your newsletter!

- Articles (these can be the articles you submitted or any additional articles written)
- HOTO (this can be the HOTO you submitted or any additional HOTOs written)
- Photos (these can be the photos you submitted or any additional photos)
- A page featuring any awards your club won at LEDCON
- A monthly recap including pictures of events with captions
- Birthday's Feature! Create a page featuring all members who had a birthday in that month!
- Editor's note: a message to your readers from you!
- Officer notes: have your officers write an update to your club members!
- Key club related crossword puzzles, word searches, etc
- New Officers spotlight: feature your new officers!
- Key Clubber of the Month: feature the key clubber with the most hours that month!

- Any district promotions (e.g Governor's project, District project, etc)
- Any Key Club International information or promotions (K-Family, Core values, KCI Mission Statement)

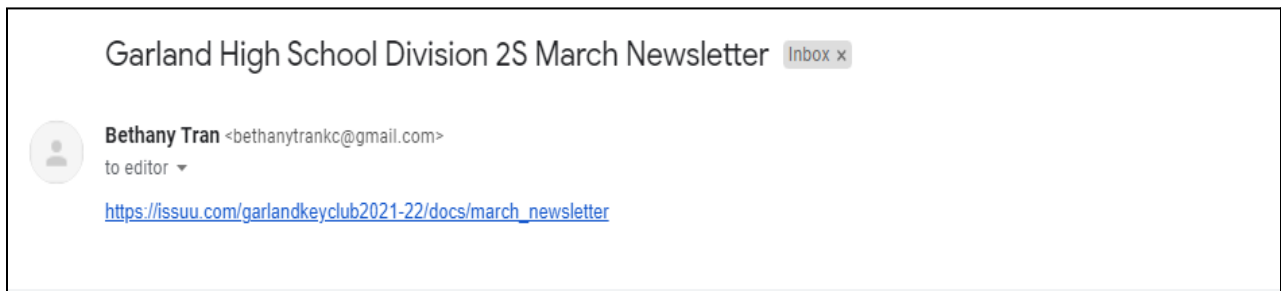
You are not limited to any of these ideas, be as creative as possible!

Uploading & Submitting the Newsletter:

When you are ready to submit, first make sure you have the proper email subject line: [full school name] [division] [month] Newsletter

You can create your newsletter on any platform, however, each page should be **8.5 x 11 in.** You can either submit a newsletter as a PDF file or as an ISSUU link.

EXAMPLE:



MOST Recommended: Create your newsletter using <https://www.canva.com/>. After you are finished, download your document as a PDF Print. Then, create an account to upload and publish your newsletter on <https://www.issuu.com/>. Then, just copy and paste the link from Issuu into your email submission.

NEWSLETTER EXAMPLES:

https://issuu.com/garlandkeyclub2021-22?issuu_product=header&issuu_context=link&issuu_cta=profile (you can reference any of my previous club newsletters!)

You can also check out the Top 5 Newsletters posted on tokeyclub.com each month for inspiration and ideas!

RUBRIC: MAXIMUM SCORE OF 21 POINTS

	CLUB NEWSLETTER RUBRIC			
POINT VALUE	1	2	3	4
EMAIL FORMAT & SUBMISSION	The email subject does not have ANY of the listed elements (School Division Month Assignment), and the newsletter is submitted in the wrong format.	The email subject is missing more than 1 element, or the newsletter is submitted in the wrong format.	The email subject is in the incorrect order or is missing 1 part. The newsletter is submitted as a pdf or an Issuu link.	The email subject is listed in the following order: School Division Month Newsletter. The newsletter is submitted as a pdf or an Issuu link.
GRAPHIC STANDARDS	This newsletter does not follow the Key Club International or Texas- Oklahoma guidelines. None of the colors from the Key Club International brand guide are used within the newsletter. The font(s) used in the newsletter has no resemblance to the Key Club International font guidelines.	More than 50% of the newsletter deviates from Key Club International and Texas- Oklahoma guidelines. At least 1 color from the Key Club international brand guide are used within the newsletter. The font(s) used in the newsletter has no resemblance to the Key Club International font guidelines.	More than 10% but less than 50% of the newsletter deviates from Key Club International and Texas- Oklahoma guidelines. At least 2 colors from the Key Club International brand guide are used within the newsletter as well as one of the approved Key Club International fonts (or one similar).	No more than 10% of the newsletter deviates from Key Club International and Texas- Oklahoma guidelines. At least 3 colors from the Key Club International brand guide are used within the newsletter as well as one of the approved Key Club International fonts (or one similar).
CONTENT	The newsletter is missing more than two of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter is missing more than one of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter is missing one of the following elements: volume, issue, school, region, and division on the cover page; table of contents; page numbers; upcoming deadlines/events (time, location, brief description).	The newsletter includes volume, issue, school, region, and division on the cover page, including the table of contents, page numbers, and upcoming deadlines/events (time, location, brief description).
PROMOTION	The newsletter does not include any promotion for Major Emphasis Program promotion, Key Club International Service Project, or DCON theme (after theme is announced).	The newsletter is missing one either the Major Emphasis Program promotion or the Key Club International Service Project (or the DCON theme after it's announced).	The newsletter includes the Major Emphasis Program promotion, the Key Club International Service Project, and the DCON theme (after it's announced). However, these promotions appear	The newsletter includes Major Emphasis Program promotion (Children's Miracle Network, Eliminate/UNICEF, March of Dimes), Key Club International Service Project advertisement (Thirst

			incomplete or lack information.	Project), and DCON advertising (after theme is announced).
CONTACTS	The newsletter does not include ANY of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter is missing two or more of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter is missing one of the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.	The newsletter includes the following contact information: Club Officer Contact Information, LTG Contact Information, District Staff Contact Information, and Regional Advisor Contact Information.
BONUS: VISUAL APPEAL	This newsletter is very visually appealing! The cover page catches the reader's eye and the organizational format is easy to follow. This newsletter earns a Stamp of Approval in terms of aesthetic!			
	LATE PENALTY: 7 points deducted if you turn it in past 11:59 pm on the due date.			
	THE MAXIMUM POINTS FOR NEWSLETTERS IS 21 POINTS.			
	* I will not grade it if it is submitted 5 days past the deadline.			

(2) ARTICLES:

Submit a maximum of 5 articles for a maximum of 10 points! Articles can be written about anything Key Club related! Article prompts are released on the tokeyclub website each month. You can choose to have your officers/members follow the suggested prompts, but they are not required to do so. Prompts are merely suggestions, any key club related topic will suffice!

Requirements:

Each Article should include:

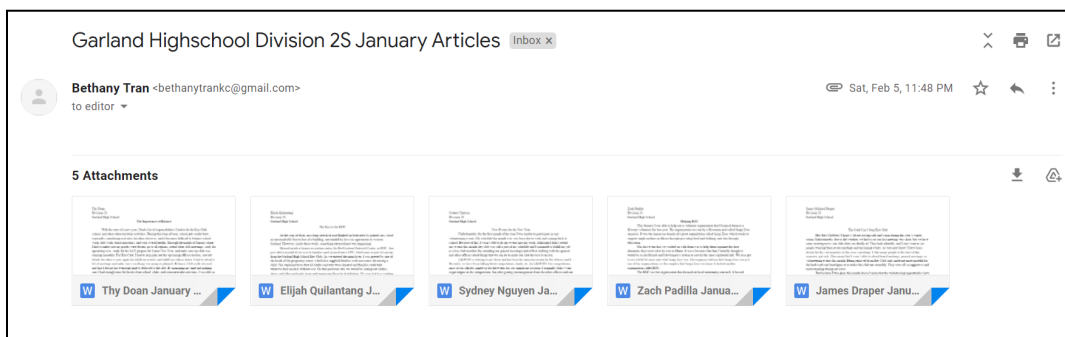
- Header with the writer's full name, division, full school name
- A Title for you article
- 300-400 words
- A photo related to Key Club or the events/topics described in your article

PRO-TIP: You yourself do not have to write 5 articles!! (unless you really want to) You already have enough to do as is! Please ask your fellow officers or members to write you articles to be submitted!

Submitting Articles: Each article has to be attached as a separate **Word Doc** in 1 email. This does not mean it has to be typed in Microsoft Word. Most people write their articles in google docs, then click file in the upper left hand corner > download > Microsoft Word (doc.x). You would then just attach those downloaded doc x files to the email.

When you are ready to submit, make sure you have the proper email subject line: [full school name] [division] [month] Articles

Example:



Article Example:

<https://drive.google.com/file/d/1KvN1AI82UlradcWgR5TqaVe1dajRTQuC/view>

Rubric: THE MAXIMUM SCORE FOR ARTICLES IS 25, 5 for each article submitted! The maximum score for articles is 10, meaning each article is worth 2 points if done correctly.

	ARTICLES	
	0	1
EMAIL FORMAT	The email subject is incorrectly ordered or lacks information.	The email subject is listed in the following order: School Division Month Articles.
HEADER	The article is missing one of the header components.	The article includes the following: Author, Division, school, and article title.
CONTENT	The article is unrelated to Key Club.	The article follows a suggested prompt or is related to Key Club.
SUBMISSION	The article is NOT submitted as a Word document (including Google docs) OR articles are submitted in one Word document.	The article is submitted as a Word Document. Each article is a separate Word document.
PHOTOS	The article does not include a photo.	Each article includes at least 1 JPG photo.
	SUBMISSION MAXIMUM OF 5 ARTICLES PER MONTH	
	LATE PENALTY: 4 points deducted to the total article POINTS if you turn it in past 11:59 on the due date. * I will not grade it if it is submitted 5 days past the deadline.	
	THE MAXIMUM SCORE FOR ARTICLES IS 25. THE MAXIMUM POINTS IS 10. YOUR ARTICLE SCORE WILL BE DIVIDED BY 2.5 IN ORDER TO CALCULATE THE MAXIMUM POINTS OF YOUR ARTICLES.	
	EACH ARTICLE THAT IS SUBMITTED IN THE TEX-O-KEY WILL RECEIVE 5 ADDITIONAL POINTS.	

(3) HOTO (HUMANS OF TEXAS OKLAHOMA):

A HOTO is basically just an article that DOES follow a specific prompt. You can send a max of 1 HOTO each month. You can choose to write one yourself or you could ask any one member or any one board member to write you one for that month!

Requirements:

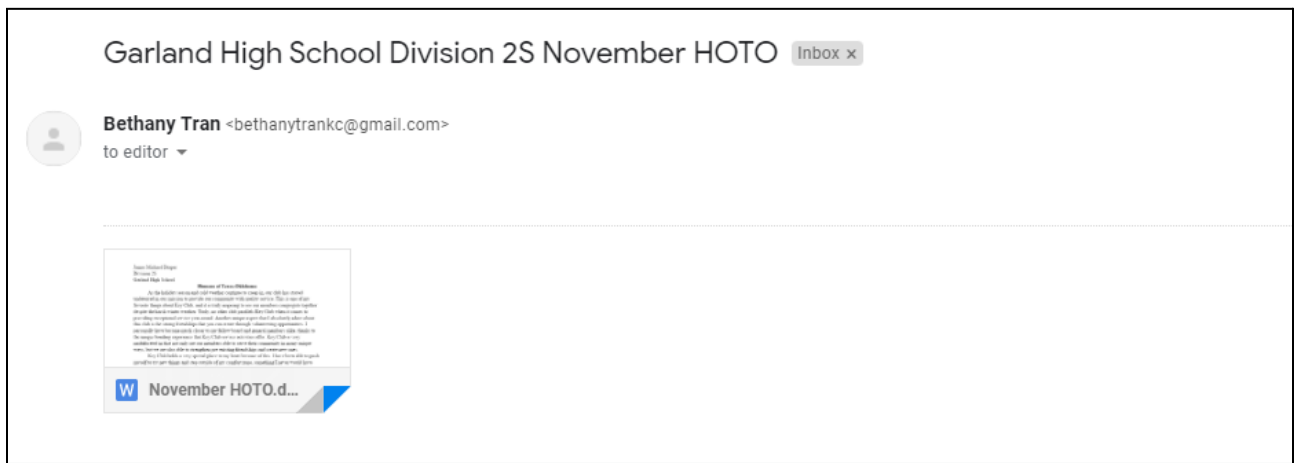
The submitted HOTO should include:

- Content following the prompt: “How was your key club experience and what does key club mean to you?”
- header with writer’s full name, division, full school name
- HOTO as the title
- 300-400 words
- An image of the writer

Submitting a HOTO: Submit your HOTO as a **Word Doc**. This does not mean it has to be typed in Microsoft Word. Most people write their HOTO in Google Docs, then click *file* in the upper left hand corner > *download* > *Microsoft Word (doc.x)*. You would then just attach the downloaded doc x file to the email.

When you are ready to submit, make sure you have the proper email subject line: [full school name] [division] [month] HOTO

Example:



HOTO Example: [HOTO SAMPLE](#)

Rubric: MAXIMUM SCORE OF 5, 2 POINTS MAX

	HOTO	
	0	1
EMAIL FORMAT	The email subject is incorrectly ordered or lacks information.	The email subject is listed in the following order: School Division Month HOTO.
HEADER	The article is missing one of the header components.	The article includes the following: Author, Division, school, HOTO as the article title.
CONTENT	The article does not adhere to HOTO's purpose.	The article is along the lines of your Key Club experience or what Key Club means to you.
SUBMISSION	The article is NOT submitted as a Word document.	The article is submitted as a Word Document.
PHOTOS	The article does not include a photo.	The article includes at least 1 JPG photo.
	SUBMISSION MAXIMUM OF 1 HOTO PER MONTH	
	LATE PENALTY: I will not grade late HOTO submissions.	
	THE MAXIMUM SCORE FOR HOTO IS 5. THE MAXIMUM POINTS IS 2. YOUR HOTO SCORE WILL BE DIVIDED BY 2.5 IN ORDER TO CALCULATE THE MAXIMUM POINTS OF YOUR HOTO.	
	EACH HOTO THAT IS SUBMITTED IN THE TEX-O-KEY WILL RECEIVE 5 ADDITIONAL POINTS.	

(4) PHOTOS

Send in any photos of your club doing community service, having fun at a Key Club social, etc! Photos with people in action are more likely selected to be featured in the Tex-O-Key (District Newsletter). You can submit a maximum of 10 photos a month but are only required to submit at least one. More photo submissions increases the likelihood of getting featured!

Requirements:

- Next to each picture, you must include:
 - Photographer name(s) (if you don't know who the photographer is, please indicate by writing "unknown")
 - A brief description of the activity for each photo in one or more complete sentences
 - Names of people in photos with 4 or fewer people.

Submitting Photos: Submit your photos in one **Word Doc** with all of the photos. This does not mean the photo doc has to be created in Microsoft Word. Create the photo doc in Google Docs, then click *file* in the upper left hand corner > *download* > *Microsoft Word (doc.x)*. You would then just attach the downloaded doc x file to the email.

When you are ready to submit, make sure you have the proper email subject line: [full school name] [division] [month] Photos

Example:

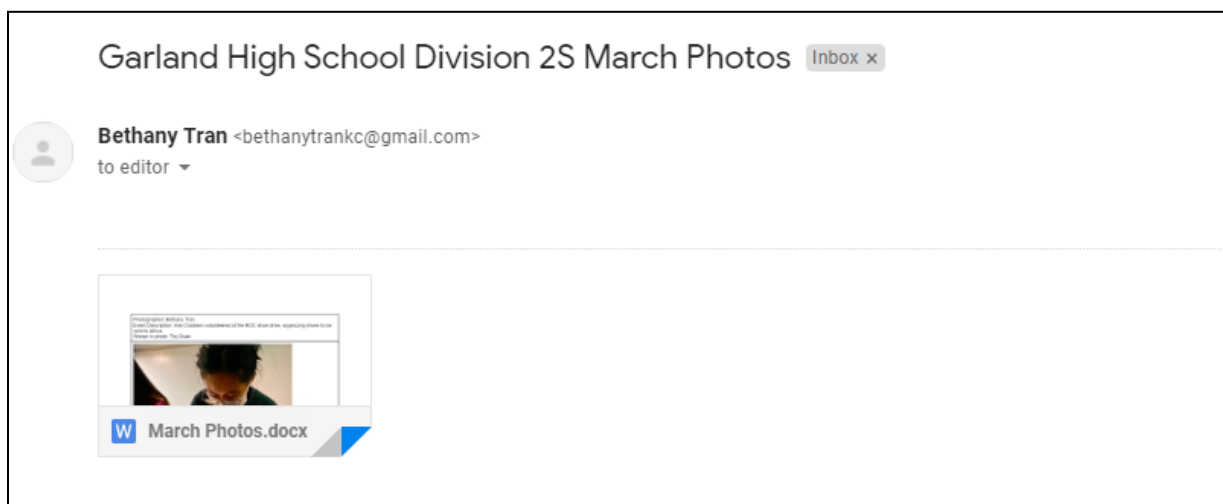


Photo Submission Example: [PHOTO DOC SAMPLE](#)

Rubric: 3 POINT MAXIMUM

	PHOTOS	
	0	1
EMAIL FORMAT	The email subject is incorrectly ordered or lacks information.	The email subject is listed in the following order: School Division Month Photos.
CONTENT	There is insufficient information below each picture to meet the criteria stated in the box on the right.	Below each picture, you must include: photographer name(s), a brief description of activity for each photo in one or more complete sentences, and names of people in photos with 4 or fewer people.
SUBMISSION	The pictures are NOT submitted in a Word document (including Google docs) OR pictures are submitted separately.	All pictures are submitted in ONE Word Document.
	SUBMISSION MAXIMUM OF 10 PHOTOS PER DOCUMENT PER MONTH	
	THE MAXIMUM POINTS FOR PHOTO SUBMISSIONS IS 3 POINTS.	
	LATE PENALTY: I will not grade late photo submissions.	
	EACH PHOTO THAT IS FEATURED IN THE TEX-O-KEY WILL RECEIVE 1 POINT.	

(5) LETTER TO THE EDITOR

This is simply just a message you write to me (District Editor, Bethany Tran) that must include questions, comments, concerns, or suggestions, etc.

Requirements:

- When you are ready to submit, make sure you have the proper email subject line: [full school name] [division] [month] Letter to the Editor
- Include questions comments, concerns, suggestions, etc. addressed to the current District Editor

Submitting a Letter to the Editor:

Example:

Garland High School Division 2S September Letter to the Editor

Bethany Tran <bethanytrankc@gmail.com>
to editor ▾

Tue, Oct 5, 2021, 9:45 PM

Dear Anushka,

Hi there! Hope you are doing well and are not too stressed around this time of the school year. I don't know about you, but the beginning of the year has been pretty rough for me in terms of adjusting to everything after not being at school for so long.

I'm curious to know how things are going at your home club. As district editor, are you involved in your school's board, or do you just participate as a member? At my school, our LTGs and DG like to attend some of our meetings in order to give us some insight from a district perspective. For example, lately, they have given us more information on different awards we can apply for and things like that.

As always, take care and keep up the amazing work! <3

Sincerely,
Bethany Tran
469-441-5081

Rubric: MAXIMUM SCORE OF 2 POINTS

	LETTER TO THE EDITOR	
	0	1
EMAIL FORMAT	The email subject is incorrectly ordered or lacks information.	The email subject is listed in the order: School Division Month Letter to the Editor.
CONTENT	The content of the email is unrelated.	Letter to the Editor: must include questions, comments, concerns, or suggestions, etc. to the District Editor.

	SUBMISSION MAXIMUM OF 1 LETTER TO THE EDITOR	
	THE MAXIMUM POINTS FOR A LETTER TO THE EDITOR IS 2 POINTS EACH.	
	LATE PENALTY: I will not grade late Letter to the Editor submissions.	
	EACH LETTER TO THE EDITOR THAT IS FEATURED IN THE TEX-O-KEY WILL RECEIVE 1 POINT.	

(6) RIDDLE OF THE MONTH

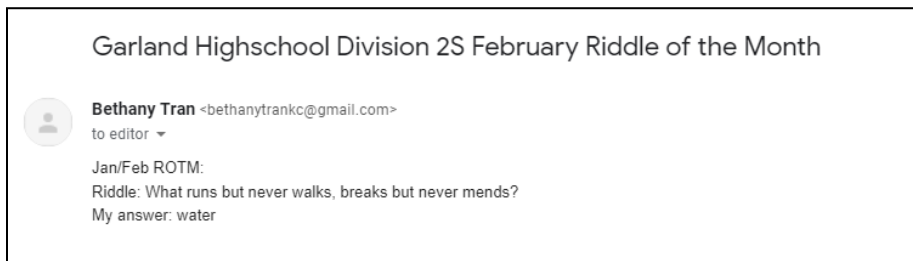
Every Tex-O-Key (District Newsletter) has a riddle in it. This assignment simply just asks you to submit an attempted answer to the riddle. District Newsletters will be able to be found at tokeyclub.com under the publications tab.

Requirements:

- When you are ready to submit, make sure you have the proper email subject line: [full school name] [division] [month] Riddle of the Month
- Must include an answer attempt to the Riddle of the Month (you aren't graded for whether or not the answer is correct but just if you turned it in or not)

Submitting a Riddle of the Month:

Example:



Rubric: MAXIMUM SCORE OF 2 POINTS

	RIDDLE OF THE MONTH	
	0	1
EMAIL FORMAT	The email subject is incorrectly ordered or lacks information.	The email subject is listed in the order: School Division Month Riddle of the Month.
CONTENT	The content of the email is unrelated.	Riddle of the Month: must include an answer attempt to the Riddle of the Month.
	SUBMISSION MAXIMUM OF 1 RIDDLE OF THE MONTH PER MONTH	
	THE MAXIMUM POINTS FOR A RIDDLE OF THE MONTH IS 2 POINTS EACH.	
	LATE PENALTY: I will not grade late Riddle of the Month submissions.	

ADDITIONAL POINTS

If your submissions are featured in the Tex-O-Key (District Newsletter) or your newsletter gets chosen for a website feature, you get extra points!

- Top 5 Newsletters of the month: +5
- Articles: +5 for each article featured
- HOTO: +5
- Photo: +1 for each photo featured
- Letter to the Editor: +1

So.. What do I get out of doing all of this?

Quality submissions ensure that your club is getting as many points as possible! Points earned through completing monthly assignments contribute to your club's overall rank in the District. Continue keeping up the good work and you and/or your club could be the winner of one of these awards at the Leadership & Education District Convention (LEDCON) at the end of the year!

- *Tex-O-Key Reporting Award*
- *Club Newsletter Award*
- *Linda and Gary Hicks Outstanding Club Editor Award*

More info on awards will be available on the website towards the annual convention date!

Final Remarks

Beyond just getting awards and recognitions at the end of the year, becoming your club's editor can be a very valuable experience. As an editor, you are working as your club's visual communicator. Your work showcases the value that community service can have in your homes, schools, and communities, potentially inspiring others to find the joy that serving others can bring. Even though it may not feel like it at times, you're doing important work here. So... keep your head up high and keep doing the best you can do! I am so proud of you for stepping up and fulfilling this amazing leadership opportunity!

I know that this is a dense document, so if you have any questions at all, don't hesitate to shoot me an email at editor@tokeyclub.com or message me directly via text, GroupMe, or Remind! Best of Luck!!

Sincerely,
2022-23 District Editor, Bethany Tran