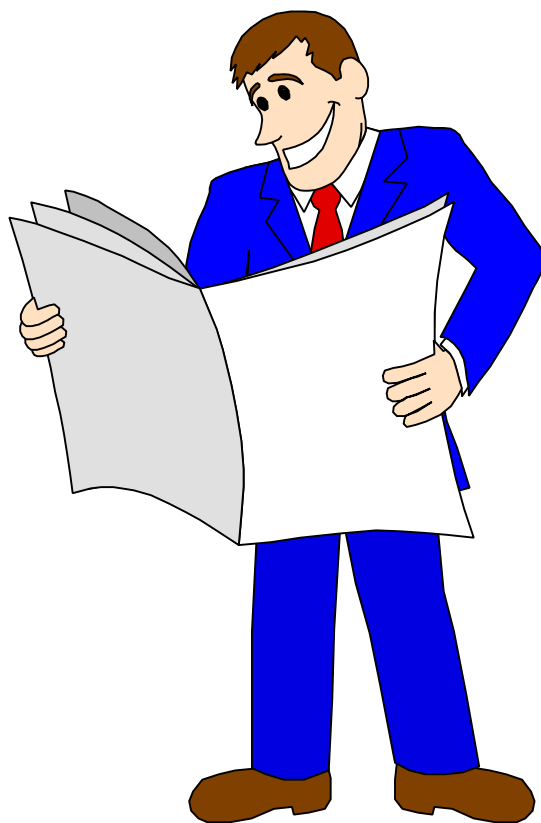




# Guide for the Club Newsletter Editor

---



# A Good Club Newsletter Creates a Great Apex Club

---

As Club Newsletter Editor it is your responsibility to keep your Club Members, District Clubs and State and Association Board members accurately informed of the Club's current and future activities.

The newsletter is a living history of the Club and each year's editions should be retained as a permanent record of the Club's activities.

The better prepared your newsletter is, the more widely read it will be and you will be surprised how far your publication reaches with partners, family and friends of members taking an interest in your Club's activities.

The weakest link of Apex is the lack of communication. Make sure your members do not suffer from lack of communication, always: -

- ◆ Provide adequate notice of coming events including Club social and service events and also District events
- ◆ Publish Club Meeting Minutes and Board Meeting Minutes in the following edition of the newsletter
- ◆ Provide an overview from District, State and National mail outs

State and National newsletters are regularly forwarded to Clubs on a quarterly basis. Always keep an eye out for special editions or notice of extraordinary activities. You might just come across an idea that could benefit your Club.



## **STYLE OF PRODUCTION**

With vast improvements in computer technology in the last few years, there are now a variety of software applications available to enhance your presentation of the newsletter, including products like Microsoft Publisher etc.

The days of the traditional newsletter in either A4 or booklet form may still be with us, but we are now seeing the emergence of electronic styled versions sent via e-mail or even produced as an addendum to Club home pages on the world wide web. Inclusions of photos from recent Club activities from digital cameras or scanning now enhance the ease of reproducing those memorable moments within the newsletter.

Style and Layout will of course vary in accordance with each editor's taste and capabilities. The size and production quality of the newsletter is not in high importance - it is more important that all necessary information is provided within.

For the traditional newsletter of a posted printed document some ideas include: -

- ◆ Attractive coloured front cover
- ◆ Inclusion of advertising to help cover the cost of the production of the newsletter, (remember costs will be incurred for photocopying, paper, envelopes, postage)
- ◆ A4 folded or landscaped booklet style



You may be required under Australian Postal rules/regulations to register your Newsletter as a regular production/newsletter.

For the more modern styled newsletters placed upon the World Wide Web you may want to think about security of privileged information. You can always restrict access to private information by way of a “members’ area” which requires a password etc.

### **FORMAT / CONTENT**

A hastily prepared, unimaginative newsletter will be read as enthusiastically as it is prepared.

Commence your newsletter by setting out the basic details as would appear on the meeting agenda and then allow reports from the various Directors or Committees of the Club.

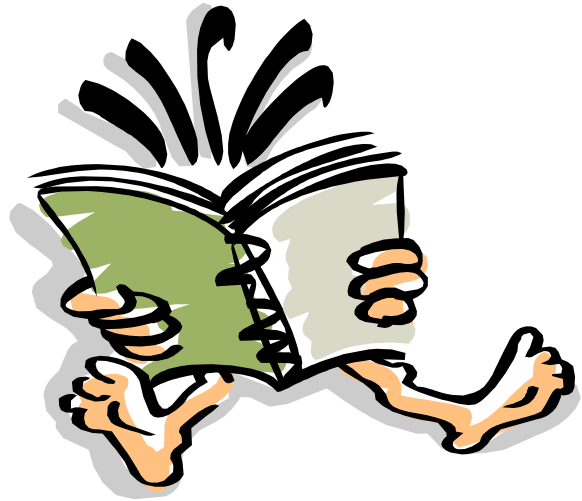
Always seek and encourage your Directors and other Club members to contribute to the newsletter. In that way by contributing to the newsletter you and your Club members would be reducing the amount of time that could be potentially wasted at Club Meetings on items which can easily be covered in print.

Personal items such as engagements, approaching marriages, births and other events always warrant inclusion in the newsletter. Why not have a children’s section or promote a colouring-in competition to involve the other members of the Apex family. Jokes and other satire are always useful as well (remember your taste may not necessarily be to everyone’s liking).

### **BASIC DETAILS OF A NEWSLETTER: -**

- ◆ Name and number of your Club, District and State as well as your Club’s address
- ◆ Contact details of your Board Members including President, Secretary, Treasurer and Commissariat especially for meeting apologies.
- ◆ Club Meeting Number
- ◆ Venue of Meeting and starting time for fellowship and meeting

- ◆ Duty Roster :-
  1. Chairman
  2. Ideals
  3. Invocation
  4. Introduction of Guest Speaker
  5. Vote of Thanks
  6. Sergeant of Arms (if floating)
  7. Five Minuter
  8. Meeting Critic



- ◆ Presidents' Report
- ◆ Secretary' Report including Minutes of Club and Board Meetings
- ◆ Treasurer' Report
- ◆ Director's Reports
- ◆ Club Announcements
- ◆ Humour

### **DISTRIBUTION OF THE NEWSLETTER**

Club newsletters being such a great source of information should be distributed to all current and past club members, other clubs especially in your own Apex District, your DG, State & National Officials and National Office.

Club Newsletters are judged at both State and National levels for the annual Apex Newsletter/Dinner Notice Awards. By sending a copy of each edition to both your State Secretary and also the National Office (as editors of The Apexian) your club will be in the running to be judged for these awards.

### **REPORTER FOR APEXIAN MAGAZINE**

Why not consider yourself a reporter for the national Apexian magazine and regularly contribute articles to the Apex National Office.

**Remember always to have Fun and Enjoy your Apex**