

OHIO LIONS ENEWS

August 1, 2011
Volume 1, Issue 1



From CC Ron Keller

IT'S ABOUT TEAM

A message from the Council Chair

The Ohio Lions kicked off the 2011-2012 Lions Year with 61 Lions and guests accompanying our new Council of Governors to Seattle for the 2011 Lions Clubs International Convention. Besides celebrating July 4th around one of the world's most beautiful harbors, we proudly cheered the Ohio School for the Blind Marching Band leading the International Parade on July 5 with our Ohio Lions Band strutting their way in style with the Ohio Lions delegation, and on July 8 we applauded the swearing in of new International President Dr. Wing-Kun Tam and our ten District Governors. The convention also marked the end of a glorious two-year term for PID Jerry and PDG Judy Smith serving LCI on the Board of Directors. Ohio Lions had much to celebrate!

We hope you enjoy the first issue of the Ohio Lions E-News and will help us spread the news about what is happening each month in Lionism across the Buckeye State. We are indebted to Lion Becky Thornton, a member of the Wooster Noon Lions Club and spouse of IPCC/PDG Steve Thornton, for stepping forward to serve as Editor. Communications are so vital to the success of our statewide organization, so if you know of someone that should be "in the loop" please forward their e-mail address to Lion Becky. Let's start spreading the news about MD-13!

Serving the Council of Governors this year are Vice Council Chair, DG/PCC/PDG David Risen, MDS/1VDG Debbie Luttrell, MDT/PCC/PDG Jay Gray, and IPCC/PDG Steve Thornton. DG Mary Chentnik will serve as COG Chaplain and 1VDG Forrest (Woody) Conrad Jr. will serve as COG Parliamentarian. An open invitation is extended to any Lion, Lioness or Leo that may wish to attend and observe any of the Council of Governors Meetings over the coming year. We are always looking for new leaders. Our first one commences on Sunday, August 7, 9:00 am, at the Ohio Lions State Office in Grove City.

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A priority of MD-13 this year will be implementing the action plans of the newly appointed Global Membership Teams and the Global Leadership Teams. It will be more important than ever for clubs, zones, districts and the multiple-district to work in unison with each other to build stronger clubs and better communities. Our MDGMT under the leadership of PID Jerry Smith and the MDGLT under the guidance of PDG Fred Breyer have spent hundreds of hours fine tuning our goals and objectives and are ready to work in tandem with the Governors, District Coordinators, Zone Chairs and Club Officers.

The June edition of LCI's LION magazine featured an article titled "Clubhouse Scholar" about the women who were trailblazers as the first female Lions. Proudly I can say my wife, Lion Kitty, was a trailblazer within our Millersport Lions Club and is my partner in Lionism. What astonished me about the article was the fact that today women only make up about 22 percent of Lions. Looks like we got some work cut out for us, but we must be moving in the right direction because 40% of our Council of Governors this year are women. Why not make your partner in life your partner in Lionism?

It's about team...the Ohio Team, the Lions Team, the Winning Team!

Lion Ron Keller, CC/IPDG



Meet the 2011-12 Governors

By Author Name

If you take the time to create a newsletter, you certainly want your readers to read as much of it as possible. You can help achieve this by drawing readers to other articles.

One way to do this is with the table of contents. A table of contents that has descriptive and enticing headlines will go a long way toward getting the reader beyond the articles on the front page.

You can also draw readers into your newsletter by placing an interesting article with broad appeal on

the front page, and then continuing that story on another page, where yet another article awaits the reader once he or she finishes. This can also be an effective way to lead the reader to a sales pitch or an order form.

You can have an article go from one page to another by using linked text boxes. Everything in this newsletter template is contained in a series of text boxes. These words are contained in a text box, as is the graphic on this page, with its caption in yet another. A text box

Please see *Drawing Readers* on page 5

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”



A caption describes the picture or graphic.

An Article for Everyone

By Author Name

Who reads your newsletters, and what are their responsibilities? What segments of your industry are they concerned about? And do you have evidence to back up your assumptions? Being able to answer these questions is critical, because only then will you be able to provide the kind of content that readers will be drawn to.

Not everyone within a business or industry is concerned with the same issues. By understanding readers and their concerns, you can ensure that every issue of your newsletter has something to interest as many types of people as possible. A newsletter about technology in education may have articles relevant to administrators and what they need to know logistically to get technology into their schools, to teachers and how they can integrate technology into their classrooms, to parents and how they can



A caption is a sentence describing a picture or graphic.

introduce technology at home, and to the students themselves and how they can use technology to aid their learning.

The danger, of course, is that if you try to appeal to every type of audience you may make the focus of your newsletter too broad. In our example, we would not want the newsletter to include articles about how to develop software for the education market. When you write articles for an audience

Please see *Everyone* on page 4

Fitting an Article into a Tight Space

By Author Name

So you have space for one more article in your newsletter, and one of your experts out in the field is writing the article. How can you determine how long the article should be?

As in newspapers, the length of a newsletter article can be thought of in terms of how many “column inches” are available for the article. A column inch is a measure of space, namely an area on a page 1 column wide and 1 inch deep, used to measure the amount of type that would fill that space. This will vary from newsletter to newsletter depending on the font you are using, its size, the column width, and the amount of space between lines and between paragraphs. By knowing how many words on average fit into a column inch in your

newsletter, and then by measuring how many column inches are available for the article, you can tell the writer how many words an article can have. Let’s take this scenario one step at a time.

1. Fill up at least 10 inches of column with actual article text, then print the page and use a ruler to measure how many inches of column your text takes up.
2. Count the number of words in the text.
3. Divide the number of words in the article by the number of inches the text takes up. For example, let’s say you have 456 words in 12 inches of column: $456 \div 12 = 38$. That’s your magic number for how many words fit in an

Please see *Tight Space* on page 4

Great Articles from page 1

Tight Space from page 3

- inch of column in your newsletter. But you're not finished yet.
4. Measure how many column inches you have available for the article. For example, we'll say it's 7 inches.
 5. Multiply your magic number by the number of column inches available for the article, which in this case would be: $38 \times 7 = 266$. This is the maximum length that the article can be.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

6. To give yourself some room for error, tell the writer to write an article between 250 and 260 words. Once you get the article back and edit it, you can add or remove words here and there to get the article to the right length.

Over time, you'll get used to this practice, and it won't be long before you become a pro at writing and editing articles that are not only helpful to your readers, but perfect in length as well.

Everyone from page 3

other than the newsletter's core readership, or articles that are too broad in their intent, readers are not able to quickly determine whether the newsletter is of use to them, and they lose interest.

So the issue is of balance: Within the scope of your business and industry, you want to provide something in each newsletter that will be of interest to all the major players in your audience. By doing so, you will ensure that all your readers will continue to return to your newsletter, issue after issue, to find that relevant article that they know is waiting for them.

Drawing Readers from page 2

offers a flexible way of displaying text and graphics; it's basically a container. You can move a text box around, positioning it just where you want it; you can resize it into a tall narrow column or into a short wide column, or even rotate it so that the text reads sideways. By linking a text box on one page with a text box on another, you make your article flow from one page to another. For information on how to link text boxes, click **Continue a story elsewhere with linked text boxes** in the Task Pane.

You can also draw readers into reading other articles by using what's called a pull quote. A pull quote is a phrase or sentence taken from the article that appears in large letters on the page, often within a box to set it apart from the article. One

appears on this page and begins with the text, "To catch the reader's attention...." The text of a pull quote comes from the article and should be engaging and irresistible. When a reader flips through your newsletter looking for a reason to read an article, a pull quote can provide that reason.

You probably won't be able to get all your readers to read all your articles. But by using these journalistic devices, you can draw more readers into your newsletter.



A caption is a sentence describing a picture or graphic.

The Eents of a Newsletter

By Author Name

In the course of adapting this template to suit your needs, you will see a number of newsletter elements. The following is a list of many of them, accompanied by brief definitions.

Body text. The text of your articles.

Byline. A line of text listing the name of the author of the article.

Caption text. Text that describes a graphic. A caption should be a short but descriptive full sentence. For photos, it ought to explain what's happening without being insultingly

obvious. It should also add to the reader's understanding of the photo by, for example, explaining prominent or unusual objects.

"Continued from" line. A line of text indicating the page an article is continuing from.

"Continued on" line. A line of text indicating the page on which an article will be continued.

Date. Either the date of publication or the date you expect the newsletter to be at the height of its circulation.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Please see *Elements* on page 6

**August COG Meeting Weekend
Schedule:**

The first COG meeting will begin with State Committees meeting at 9am at the Ohio State School for the Blind.
Saturday:
11am-Committee Chairs meet with COG in the School Auditorium
1:30pm-Joint F&P/COG meeting @ State Office
Sunday:
9am- COG Mtg. @ State Office

As of July 1 MD-13 had 448 Lions Clubs with 13,342 members!

Save the Dates:
**FIRST ROUND OF DISTRICT CABINET MEETINGS
ANNOUNCED**

- District A** Sunday, August 14, 1:30 PM
Schnipke Inn, Ottawa
- District B** Saturday, August 20, 1:00 PM
Birmingham Community Center, Birmingham
- District C** Thursday, August 18, 6:00 PM
Hilton Hotel, Beachwood
- District D** Sunday, August 21, 2:00 PM
Crestwood Middle School, Mantua
- District E** Thursday, August 11, 6:30 PM
Waynesfield Lions Den, Waynesfield
- District F** Sunday, August 14, 2:00 PM
Ohio Lions State Office, Grove City
- District G** Sunday, August 14, 2:00 PM
Camp Echoing Hills, Warsaw
- District H** Saturday, August 20, 9:00 AM
Cincinnati Assn for the Blind & Visually Impaired
- District J** Sunday, August 14, 1:00 PM
Newberry Home, Lake Waynoka
- District K** Sunday, August 21, 3:00 PM
Millersport Lions Clubhouse, Millersport

