

Ohio District Circle K PR Manual



To help make all citizens of Ohio aware of who and what Circle K is

A little background....

When your Ohio District Board went through training after being elected, we came up with a series of goals that would make the Ohio District the best in Circle K International. Have you ever been asked, 'what is Circle K?' Do your friends think that you are part of a group that supports Circle K convenience stores? These are issues we wanted to address. A PR Committee was formed to make the three tenets of Circle K – service leadership and fellowship – known to all the citizens of the state of Ohio. How do we plan to do that, you may ask? Our goal is to have every club in the Ohio District to get at least 5 pieces of media coverage of some sort. This PR Manual is meant to be a guideline for getting your Circle K club and its activities out to the public. We have addressed public relations on a daily basis, how to get setup on the most utilized form of information on college campuses– the World Wide Web, and how to get the most attention by planning a large-scale service project for your club. We hope these guidelines will help your club inform others what we are all about, and hopefully bring in new member!

Yours in Circle K Service,
The PR Committee:

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A lot of the PR information was taken from Circle K's International PR Manual which can be found at <http://www.circlek.org/pdf/CKI%20PR%20MANUAL.pdf>

Sams Teach Yourself HTML and XHTML in 24 Hours written by Dick Oliver was a strong reference in writing the webpage section of this manual. It also gives plenty of examples of all the HTML concepts mentioned in this section and if you are serious about learning to build a web page this book is strongly recommended. For quick examples and reference on HTML visit <http://24hourHTMLcafe.com/>

Large-Scale Service Project for your Club

Step 1. Make a committee

Get a committee together of members and board members. Have your Vice President or PR Chair head it up. This way you can get both the board and the members working together. You can even get the rest of your K-Family involved. Tell them about what your plans are. Ask if they would like to be involved

Sit down and discuss what kind of project could make the greatest impact on your campus or community. Is there some big issue that your school or town is dealing with. For example, has there been a lot of problems with trash in a section of town or controversy over recycling? Are there a lot of homeless people in an area near you? What kind of agencies could you piggyback on? Do you have a large center for mentally challenged people? Are there a lot of nursing homes in your area? Go to your Kiwanis and Key Club and find out what issues are important to them.

Next, think of groups or agencies that you have worked with before, people that have been helpful or have donated items to your group. Utilize your resources! A great idea in the Make a Difference Day brochure was to get a hair salon to provide free haircuts to the homeless. Perhaps these agencies would be willing to provide a service and donate the money they made from it. Look at what type of resources your Iranians have available to them as well.

Step 2. Start planning

Once you have decided what project you are going to do, get in contact with any agency you are working with. Find out how many volunteers you will need (the more the better!) Find out what kind of supplies you need. Make sure you know what the expected end result of this project is so you have a specific goal to shoot for. Finally, and most importantly, set a date for when the project will take place!

Step 3. Talk it up to your club!

Tell your club about the project, tell them why it is so important. Get volunteers right away. Make sure to have all their contact information and remind them about the project at each meeting. Next, invite more people! Tell your Kiwanis and Key Clubbers, and make it a Tri-K project. Finally, advertise on campus and in the community, make it a project open to everyone.

Step 4. Start Advertising

Ok here is where you have to be persistent. Identify every newspaper (school and local), community magazine, radio station, television station, and cable system that reaches your community. Also take advantage of any calendars or bulletin boards that you can use to

advertise. Then develop a list contacts from these media outlets. They're not too hard to find. They can be listed within the publication, or in the phonebook or can be found online. Emails can be a nice way to make initial contact, but phones are your best way to make sure you get a hold of someone. Find out useful information such as deadlines for getting your information out etc. Send in a press release of what you are planning on doing and **remember to include what Circle K is about!!** Send them a lot. These people are all probably very busy, so they need to be reminded. *Remember, all of this needs to be done in a timely fashion, last minute action makes it harder for everyone*

Step 5. The News Release

News Release

Date

Contact Person

Address

City,State/Province,Postal Code,Country

Telephone

E-mail

For Immediate Release

Put your headline here.

Talk about your project that you are planning, why it's important. Get quotes from agencies you are working with, or possible people you will be helping. Make sure to include contact information for these people to get a hold of you.

Give a background on other things you club has done.

As a sponsored program of Kiwanis International, Circle K International is fortunate to have the resources of Kiwanians in the community to foster an atmosphere of service. Circle K International is the world's largest collegiate service organization with clubs in 13 countries. With a unified membership of more than 12,000 students and more than 550 campuses worldwide, Circle K prides itself on its unequaled community service and leadership development. (that was the background on Circle K of course)

Instructions for using news releases:

1. Complete the news release with names, club information, and event information.
2. Compile names of contact persons at local TV stations, radio stations, and newspapers. Attach a Circle K fact sheet to the news release, and forward to local TV stations and newspapers probably close to a month prior to the event, and again a week or two before the event.
3. Follow up with media to offer assistance in providing further information.

Step 6. To sum it up

The main thing to remember is to be thorough, both with your club, and the media. Don't forget the good old-fashioned way of getting people involved, fliers and posters. If you make sure to follow up with all these endeavors your sure to get some media coverage, and get Circle K's name out there. And if not...you still did some great service for your school and community!! At the event, don't forget to take some pictures, you can always send in articles and pictures after the event and get coverage that way! Good Luck!

Some General PR Thoughts

Throughout the whole year your clubs should try to get Circle K out to local media, not just for one event. This is not too hard at all. Have your editor or PR chair write and send articles to local papers. If you do all the work for them, it is very easy for these people to put your article in their paper somewhere. In your articles it is important that you talk about the 3 tenets (service, leadership, fellowship). Of course talk about the project you did and what you have done for the communities and/or those you mean to help. After you send a few articles, it will become easier and easier to get your name in the paper, and everyone likes that. ☺

What to Include on Your Circle K Website

Below is a list of ideas of things that you could include in your club's website. Some are more important than others and those will be in **bold**, these items are strongly recommended for any Circle K website. Remember you don't need to include all of the items.

Meeting Time & Location

OPEN HOUSE DATES

What Circle K is

Upcoming Service Projects

Names of the Officers

Time, Date, Location of Next Open House

Circle K Pledge

Anything Fun

Circle K Structure
(Governor, Lt.G's, Presidents,
Committee Chairs, ect.)

Meeting Minutes

Club Newsletter

Club Statistics

Description of Events

List of Members

Officers Resources Section

Link to International Site

Members Service Hours

Contact Person (President)

Pictures

List of Previous Service Projects

Upcoming Socials

Link to Ohio District Site

Upcoming Social Events

Links to Other K-Family Sites

History Section

Events Calendar

Any Publications

CKI 101 (Check out UC Website)

Club Resources

Email of Club Reflector

Club Awards/Winners

About the Club Section

Member Resources

"How to Join" Section

Meeting Agenda

Getting on the Internet

There are many different *free* ways to get a website address for your club. The most highly recommended way is to contact your university's technology department and talk to them about putting a web page for your club on the university's web space. If you do this your website will actually be a small part of the university's website. Students would be able to get to your Circle K site through the universities site under the "student organizations" page or a similar page.

Finding a Web Host

The Free Way: You can publish your website through a free web hosting service such as GeoCities (www.geocities.com), Tripod (www.tripod.com), and Angelfire (www.angelfire.com). All you have to do is go to one of these sites or any other free web-hosting site that you can find and sign up for space. They are free – although most such services require that you include advertisements of their choosing on your pages.

The Toll Road: You can set up your own site with your own domain name if you choose to do so, however this can get very expensive and it's recommended that you just use your university's space or a free web hosting service. If you'd like to do this you can go to <http://thelist.internet.com/> to compare prices of the hosting services of various Internet service providers.

Creating a Page using Simple HTML

First thing I must say is that if you have no interest in learning HTML and you just want to get a basic web page on the Internet, you are much better off using programs that will write the HTML code for you and let you design the page and its contents. Microsoft FrontPage is one of the most popular of such programs. Although, this kind of software, unless already accessible, is expensive. However, if you do have a little background on HTML and are interested in learning more this is the section you should read.

How a Web Page Works

When you view a web page, it appears to be all one electronic document but it's not! In actuality each graphic is it's own file and they are tied together by the HTML document that you, or FrontPage writes. Take the Ohio District Website for example; the graphics in the gray strip on the left, that are used as links to the websites pages, are all separate files created by a graphics editor. All the different files are brought together through the

magic of your Web Browser. You can look at the HTML code for any website by right clicking on the page and choosing “view source” from the menu.

Saving your HTML Code

When your working on your HTML page you can write it in any text editor from Notepad to Word or Simple Text. I recommend using Notepad so the automatic correcting doesn't get bothersome as it does in complex editors. The most important thing you have to remember is to always save the file with the suffix of .htm or .html Example: *mypage.htm* or *mypage.html*

If you don't save the file this way your web browser will not be able to read it properly.

Writing and Understanding HTML

First thing's first, HTML is a simple computer language that anyone (meaning non-programmers) can pick up easily. This is just a brief overview of the code in hopes that you will be able to pick up on the patterns and learn the simple coding scheme. HTML stands for Hyper-Text Mark-up Language. In simplest terms, all you have to do is “mark-up” normal text with *HTML tags* to create a web page. An *HTML tag* is a coded command used to indicate how part of a web page should be displayed. All HTML tags are enclosed in the less than (<) and greater than (>) brackets. All HTML documents begin with an <html> tag and ends with the closing html tag </html>. All closing HTML tags contain a forward slash in them. NOTE: Not all tags require a closing tag. Furthermore, All HTML documents also require a <head> tag, a <title> tag, and a <body> tag. What's contained between the <title> and </title> tags is displayed as the pages title in the menu bar at the top of the page. Similarly, what's contained in the <body> and </body> tags is displayed as the body of the page. Therefore, a web page that displays the word “hi” with the title of “My Page” would look like this in HTML:

```
<html>
<head> <title>My Page</title></head>
<body>hi</body>
</html>
```

Another important thing you need to know about HTML code is that it ignores excessive spaces and line breaks; they need to be inserted in code form. The tag for a line break is
 this tag requires no ending tag since it only inserts a line break in the text.

Example: <body> Circle K is
 a fun club </body>

This would appear like so:

Cirlce K is
a fun club

Similarly, <body> Circle K is a fun club</body>

Would appear without the extra spaces like so:

Circle K is a fun club

The code to add an extra space is:

So writing: <body> Circle K is a fun club</body>
Would put two spaces, not one, after the phrase “Circle K is”

Tag Attributes

A lot of tags can also have attributes that help you further control what the tag can do. An example of an attribute would be the bgcolor attribute that you can use with the <body> tag. It controls the background color and is used like so: <body bgcolor=”blue”> The attribute bgcolor is placed inside the body tag, the equal sign and the quotes are required for all attributes.

Standard Form: <tag attribute=”value”> Text </tag>

There are many attributes that can go to a tag and it’s possible to have more than one attribute in one tag like so: <tag attribute= “value” attribute= “value”> Text </tag>

Basic Text Effects

There are a couple basic tags you will need to know if you want to manipulate the text. The and <div> tags are the most important. The <div> division tag is most commonly used with the align attribute to place the text either at left alignment, right, or center and also with the valign (vertical alignment) attribute which can place text at the top, bottom, or middle of the division. To show text that is centered horizontally and vertically you would need to write this in your body tag: <div align=”center” valign=”middle”> Text </div>

The tag is perhaps one of the most useful. The most common attributes of the tag are size=“...”, color=“....”, & face=“.....”. As you may have guessed the size attribute controls the size of the text, the value in size is defaulted to 3 (10 pt font). Face controls the actual font style a.k.a. Times New Roman or Arial, keep in mind if the person who is viewing your page doesn’t have the font you specified they will see it in the default font. In the face attribute you can place more than one face in there. If the user doesn’t have the first one specified it will try the second and so on. Example:

 Text

This would show “Text” in Comic Sans MS as a slightly larger red font.

Other simple tags that create text effects are and which make text between those tags in bold face, <i> and </i> which makes text italic, and <u> and </u> which make text underlined although this is not suggested seeing as anytime text is underlined the user thinks that it is a link to another page.

Linking Pages Together

The tag to create a link is called `<a>`, which stands for anchor. You put the address to link to in quotes after the hypertext reference attribute `href=`, like the following:

```
<a href="http://www.ckiohio.org/icon/pictures.htm">ODCKI Website</a>
```

NOTE: You DO need to include `http://` when you specify a complete address. This link displays the words “ODCKI Website” in blue and underlined. When the user clicks on it, they would see the web page named `pictures.htm` in the `icon` folder on the `ckiohio.org` website. When you create a link from one page to another on the same computer (web server), it isn’t necessary to specify a complete Internet address. If the two pages are in the same directory folder, you can simply use the name of the HTML file:

```
<a href="icon_news.htm">ICON News</a>
```

If this link were shown on the `pictures` page it would send you to this page in reality:

```
http://www.ckiohio.org/icon/icon_news.htm
```

Another use for the `<a>` tag is to put a link to an email address up. You do this by using the `mailto:` value inside the `href=` attribute:

```
<a href="mailto:ckibuddy@aol.com">Email Me</a>
```

The words “Email Me” would appear in blue and underlined like a link, but when clicked it would open Outlook Express or whatever email agent is set up on the user’s computer. It is often helpful to repeat the Email address where “Email Me” is shown on this example so the user can see the address and use whatever email source they would like.

Putting Graphics on Your Web Pages

To put an image on a Web page, first move the image file into the same directory folder as the HTML text file. Insert the following HTML tag at the point in the text where you want the image to appear. Use the name of your image file instead of `myimage.gif`

```

```

The `` tag does NOT require a closing bracket. The `src` attribute stands for source as in the source file name. Making an image a link is also a popular style used on the Internet today. If you wished to make `myimage.gif` a link to the page `mypage.htm` you could do so by wrapping the `<a>` tag around the `` tag like so:

```
<a href="mypage.htm"></a>
```

You can use the `align` attribute with the `` tag:

```

```

This will align myimage.gif to the left of the page and it will wrap the text that follows the tag to the right of the image.

Page Layout with Tables

Tables are simplistic, yet can be highly confusing at times. I suggest that you consult a real book or something that will go more in depth but I'll try my best. It is suggested that when you're working with tables try to draw it out first. The <table> tag can be very useful in organizing data. I feel the most important attribute of the <table> tag is the border attribute. This, border="0" will make a transparent border; border="1" will make a border with a width of one pixel. It's recommended that when you're constructing your table, keep the border visible so you can see what you're making, then afterwards you can hide it if you'd like. An excellent example of a page that uses the <table> tag is the Event Calendar Page on the Ohio District Website. The <table> tag does require an ending </table> tag. Once you have the <table> tag in place, the next thing you need is a <tr> tag, <tr> creates a table row which contains one or more cells of information before the closing </tr> tag. To create those individual cells, you use the <td> tag, <td> stands for table data; you place table information between the <td> and </td> tags. A *cell* is a rectangular region that can contain any text, image, or HTML tag. Each row in a table is made up of at least one cell. You can create as many cells as you want, but each row in a table should have the same number of columns as the other rows. The following code will create the table show below: **NOTE:** rows are horizontal, columns are vertical

```
<table border="1">
<tr>  <td>A</td>
      <td>B</td></tr>
<tr>  <td>C</td>
      <td>D</td></tr>
</table>
```

| | |
|---|---|
| A | B |
| C | D |

The <td> tag has some helpful attributes: rowspan="..." And colspan="..." And width="...". The width attribute will let you determine the width of the column of cells, in exact pixel values or as a percentage of the entire table. The rowspan attribute will allow you to make a row more than one row wide, likewise with the colspan attribute and columns. It's hard to explain in words but look at this example:

```
<table border="1">
<tr>  <td rowspan="2">A</td>
      <td>B</td></tr>
<tr>  <td>C</td></tr>
<tr>  <td colspan="2">D</td></tr>
</table>
```

| | |
|---|---|
| A | B |
| | C |
| D | |

The light gray area is “A” spanning two rows, and the dark gray area is “D” spanning across two columns; “B” & “C” are normal.

You can use the align attribute in a <tr> tag; it would align all items in that row. If you place the align attribute in the <td> tag it would align the items just in that cell.

Uploading the Pages onto your Website

Publishing Pages with Microsoft IE

Follow these steps to upload a page you’ve created on your hard drive so that it will appear on your Internet Web site:

1. Start Microsoft IE. In the Address bar, enter the drive letter and folder name of the directory on your computer where the page you created is currently located (c:\webpages\ is an example). Note that going to the folder by selecting File, Open won’t work –you have to type the folder name directly into the Address bar.
2. Click once on the file that you want to upload to your web site to highlight it. As in any Windows program, you can select multiple files by holding down the Shift or Ctrl key as you click on the files. Be sure to include any graphics files that you need to go with the HTML file.
3. Select Edit, Copy
4. Now enter your account name, password, and site address in the following format: ftp://myname:mypassword@siteaddress.net/home/web/wherever/
Put your account name and password for accessing the site instead of *myname* and *mypassword*, the FTP address for your site instead of *siteaddress.net*, and the top-level directory where your webpages go on the server instead of */home/web/wherever/*.
5. Select Edit, Paste. The file(s) will be transferred from your hard drive to the Web server.

To delete or rename a file or folder on the Web server, right click it and select Delete or Rename, just as you would with local files in any Windows application.

Publishing Pages with Microsoft FrontPage

If you're using Microsoft FrontPage 2000 you can put all your pages online by selecting File, Publish Web. The first time you do so, you are asked to specify the location of where you want to publish your web page, which simply means to enter the FTP address your Web hosting service gave you (or the HTTP address, if the Web server has FrontPage extensions installed). You are then asked to enter your account name and password. FrontPage automatically uploads all pages that you've changed since your last update.

Publishing Pages with CuteFTP

CuteFTP is one of the most popular FTP programs for Windows, similar programs are available for Macintosh (Fetch is one of the most popular). You can find these and other FTP programs at www.shareware.com. To get a free copy of CuteFTP go to www.cuteftp.com and follow the relevant link. After you download the program and install it; open the program and run the Connection Wizard. Follow the on screen instructions. Once you've signed onto your website you will see a split screen with your hard drive on the left and your website files on the right, you can upload files by simply double clicking on the file on your hard drive.