



Buzzing with News

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NEWSLET SPM 2007-2008
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Fall State CIP

NEWSLET District and Local Program Managers

Hello DPMs and LPMs,

Wow where is the year going? Are you ready for the fast approaching holiday season? Thanksgiving is just around the corner and I for one have much to be thankful for as I'm sure many of our Women of Today members do. Please take this time to be thankful and share it with your loved ones.

Did you know that NEWSLET was up for programming evaluation this year? Well the results are in and it is unanimous, the Minnesota Women of Today members want more chapter news. To make this happen it is going to take chapters submitting articles for publication. Yes, I know in the past many chapters submitted articles and they were not published. One of my personal goals is to publish more chapter articles, at least one full page of nothing but chapter articles.

The newsletters I have been receiving are fabulous. We have many busy and exciting chapters in our state. Many of the articles I have read in your chapter and district newsletters should be published in our state NEWSLET. Talk to your chapters and encourage your members to submit articles to the state NEWSLET to share with all Minnesota Women of Today members. The NEWSLET is the newspaper of the members and for the members.

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Jan

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<u>Calendar</u>	
November	Emphasis: Women's Wellness (MN) Jacob Wetterling Foundation (MN) Focus on Women (US) Leadership Course (US)
Nov. 30	Chapter president monthly reports due to DD New member adds due IN HAND to Chapter Service Center
December	Emphasis: Extensions, Membership (US)
Dec. 1	Chapter grant applications due to MN WT Foundation
Dec. 5	District director monthly reports due to AVP
Dec. 7	Mid Year Evaluations Due
Dec. 7-8	December Exec. Council
Dec. 15	Outstanding Woman in Government nominations due to Civic Awareness SPM Outstanding Young Adult nominations due to YCI SPM
Dec. 31	Chapter president monthly reports due to DD New Member Adds due IN HAND to Chapter Service Center
January	Emphasis: Chaplain/Family Involvement, Personal Enrichment (MN); Effective Speaking (US), Effective Writing (US)
Jan. 2	Early bird renewals due to Chapter Service Center
Jan. 4	Mid-year budget review meeting
Jan. 5	Finance meeting
Jan. 12.	MNWT Foundation Meeting
Jan. 15	All renewals due to Chapter Service Center
Jan. 18	Third Quarter Success Due Project of the Quarter due to SPM
Jan. 20-26	Family Week
Jan. 24	Fired-up DPM & Outstanding LPM nominations due to SPM Presidential pin and medallion nominations due to state president
Jan. 25	All certifications due to SPM
Jan. 31	New Member Adds due IN HAND to Chapter Service Center PALS activity sheets due to state secretary Quarter close out Transmittals Due

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Defining Your Roll as Editor

The editor oversees all aspects of the production of the newsletter. That doesn't mean that you have to write every article in the newsletter, but you do have to check them for errors. You also set the overall style and tone of the newsletter. One of your challenges as editor will be to make sure your newsletter is as easy and pleasant to read as possible. If you have a lot of multisyllabic words your readers don't understand, they aren't going to read your newsletter.

Editorial don'ts

- Don't rewrite extensively. Whenever possible let the writer re-do it.
- Don't change copy unless you have a good, explainable reason.
- Don't over edit and make good writing mediocre.
- Don't do major rewrites merely because you would have written it differently.
- Don't shorten stories by cutting out human interest, important details, colorful explanations, or meaty quotations.
- If you do not understand the story, don't publish it.

Editorial do's

- If the article covers a controversy, do check that the writer has been fair to all sides. Remove material which could be libelous or in bad taste.
- If you're unsure, do check the reference.
- To build a good relationship with writers, remember that you need to let them say no to your changes.

Better Writing for Better Newsletters

There are many different ways to write an article. Here are some of the more creative and interesting ones.

- Question and Answer—Q: What is the most interesting way of presenting an article? A: The question and answer technique.
- Interviews—Personal opinions always make a story more interesting.
- A Quiz—Readers love quizzes that give them answers about themselves.
- Personal Experiences—Readers love a human interest story.
- Analysis—Use charts or graphs to make your point.
- First Person—Tell the story from your point of view.

Increase the appeal of an article by using one of these methods.

- A startling fact
- An intriguing question
- A common myth
- Interesting anecdotes
- New information
- A slice of life
- Interesting comparisons

Reporters Survival Kit—Third Quarter Challenge

What you ask is a Reporters Survival kit?

In order to find the answer to this question you will need to complete the NEWSLET challenge.

The **challenge for third quarter is to find an advertiser** for the winter edition of the NEWSLET. The advertising brochure can be found in the Summer Awards NEWSLET CIP on the Minnesota Women of Today website (<http://www.mnwt.org/>, go to the word GROWTH at the top of the page, on the drop down menu click NEWSLET, on the right side click on Summer Awards CIP).

Advertising prices are very reasonable. We reach approximately 2000 homes in the state of Minnesota. There are many businesses that would benefit greatly by advertising in our quarterly newsletter, let's find them.

- Find your advertiser, collect payment from them and mail the check made payable to MNWT to:
 Jan Schwartz
 2624 106th Lane NW
 Coon Rapids, MN 55433
- Advertising and payment must be postmarked February 1, 2008 or sooner.
- **This challenge is open to all Minnesota Women of Today members, share it with your chapters and districts.**

Don't let this opportunity pass you by, start soliciting that advertising today. If you require additional information or would like the advertising brochure please email me at: newsletter@mnwt.org.

Success Bonus Points: Third Quarter

50 points for 75% retention and signing 2 members (1 in November/December and 1 in January)

and/or

50 points for Stitches of Hope – Must donate 15 items or items that are valued at \$50 or more to a local cancer center. A transmittal **MUST** be submitted.

and/or

50 points for submitting nomination for Outstanding Woman in Government (verified by CA SPM) or Outstanding Young Adult (verified by YCI SPM) or Outstanding Person with Developmental Challenges Award (verified by PDC SPM)

and/or

50 points for participation in Women's Wellness Day and submit form with activity details to SPM

Note: There is a 100 point maximum on Presidential Bonus Points.

Success Forms are due postmarked: On or before January 18.

How About a Scavenger Hunt?

The internal SPMs want you to go on a scavenger hunt! Inside one of the internal SPMs CIPs is the word **COWBOY**. You need to find it! The first person to email or call IVP, Sarah Gafkjen with the right CIP and the page number that you found it on will get a Movie Basket at Winter State.

“Buzzing Energies” - Personals

Has your chapter/members had the opportunity to recognize the outstanding individuals in your group? Now is the time to share your gratitude/acknowledgment to these members in the state NEWSLET. For only \$3.00 or 2 for \$5.00 you can have your “Buzzing Energies” personal published in the NEWSLET. The monies from “Buzzing Energies” personals are used to offset our state NEWSLET expenses.

Take this form to your chapter meetings and explain to all the members that they too can recognize the dynamic Women of Today members that are in their lives on a state level.

“Buzzing Energies are ads that can be purchased and will be published in the upcoming state NEWSLET.”

BUZZING ENERGIES
Make checks payable to: Minnesota Women of Today
Cost \$3.00 per submission or 2 for \$5.00

Name: _____ Phone: _____
Chapter: _____ District: _____
To: _____
Message: _____

25-word limit. Mail form and \$3.00 to Jan Schwartz, 2624 106 Lane NW, Coon Rapids, MN 55433

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