

# Guidelines for Countdown Magazine

## ***Tell Everyone About Your Great Club!***

The Junior Civitan publication, *Countdown Magazine*, is an excellent line of communication for the organization. It is our way of "listening in" on the activities of individual members, clubs and Civitan International. In this way it serves as a medium to stimulate thinking of Junior Civitan.

Since it becomes a cooperative effort with articles and material furnished by individuals and clubs, it is necessary to establish a policy, so that there will be uniformity and fairness in the handling of each detail of its publication.

Our goal is to make *Countdown* increasingly useful and interesting. Every effort will be made to produce a magazine of ideas for service, emphasizing at all time the high ideals and purposes of the organization. The magazine will, with your help, publicize the work Junior Civitan clubs are doing to better their schools and communities, thereby stimulating clubs to even greater pride of membership and achievement.

A specially designed form for *Countdown Magazine* articles can be found in the *Club Administrative Manual*.

Articles should be written and judged with this important thought in mind: *Would I be interested if this story was about the activities of some other club -- one in which I have no personal interest?*

**DO NOT WAIT FOR DEADLINES!** When submitting articles about special holidays such as Christmas, Easter, etc., be prompt. Send them right after the event since they become dated very soon after they occur.

Suggested items of general interest: stories about your club projects -- service and fund raising -- fellowship activities, including meetings to honor special guests, project winners, etc. or a brief resume of district and international club meetings; or ideas applicable and useful to other clubs.

In using club articles, emphasis will always be placed on articles dealing with club service to school and community. **Include plenty of details.** Give the complete name of your club -- never write just "Junior Civitan Club."

Name members who deserve recognition for making the project a success. Be sure to tell everything -- who, what, when, where, why and how the project was accomplished.

Original photographs should accompany articles whenever possible. We cannot reproduce a picture from a newspaper clipping. There are two nevers for pictures! Never staple pictures, and never write on the picture itself.

Instead, identify people on a separate sheet of paper (an index card is great). Tape the paper to the back of the picture. When identifying people, always make the identification from left to right (as you look at the picture).

Our art director has a special request. Send pictures of

smiling faces! Civitan should be something fun you do in addition to the service you provide. Let's show everyone just how much fun it can be!

Pictures should be action oriented -- not a bunch of club members lined up (as if waiting for the firing squad!). Show smiling members working on projects -- sorting food for the Can-Do project or manning a booth in front of a grocery store, collecting money for Sno-Do or a walk-a-thon, bike-a-thon, etc. If you purchase a piece of equipment (wheelchair, computer, etc.), show a couple of members with it. Have one of them demonstrating its use.

Use pictures of members greeting each other, looking over papers, in conference around a table, planting shrubs, picking up litter, painting, etc. Use your imagination and only a few members for the best possible results in your photographs.

All materials should be typed and double spaced (or written neatly). Be sure to spell all names correctly.

Send articles with **pictures** to:

**Countdown Magazine**

**P. O. Box 130744**

**Birmingham, Alabama 35213-0744**

This is **your** magazine. Take advantage of the ability to share with other Junior Civitans what your club has done.

The following is an example of what information is needed to ensure a good article. This is only an example, the more information you send in, the better!

We're Not In Kansas Anymore **Junior Civitan Club**

Storybook **District**

Yellow Brick, Oz

Glenda North, **Project Chair** (555) 555-0000

**WHAT:** Our club held a car wash to raise money for our community.

**WHY:** To repair the damage that a tornado had caused.

**WHERE:** We held this fund raiser at the beginning of the Yellow Brick Road.

**HOW MANY:** We had 25 members participate in this project.

**HOW LONG:** We held the car wash for 4 hours on Saturday and for 5 hours on Sunday.

**WHO BENEFITTED:** Our club then donated all the funds collected to the people that had been stranded in our town, to help them get home.