August 2015

**Kiwanis Youth Protection Week coming soon**
As public relations chairs for your districts and clubs, please note that [Kiwanis Youth Protection Week](#) is Sept. 13-19. It's important to issue reminders to all clubs that the Youth Protection Training should be completed and recorded in the KiwanisOne secretary dashboard during this week.

Information regarding Youth Protection Week can be found at [www.kiwanisonline.org/youthprotection](http://www.kiwanisonline.org/youthprotection). Ads also will run on the website, encouraging clubs to complete the training. Kiwanis club presidents and secretaries will receive an e-newsletter on Sept. 2 asking their clubs to complete the Youth Protection training during Youth Protection Week. Completing this training is important as a precautionary and protection measure for our clubs, and is one part of adhering to the Kiwanis Youth Protection Guidelines.

Background checks are also a requirement stated in the Youth Protection Guidelines. Is your club in compliance with background checks? [Here is a story from The Indianapolis Star](#) that underlines the importance of background checks – anyone can ask to join a club and be an advisor. It’s important that we know who our members are, particularly the ones who work with children.

Thank you for all of your hard work in helping to spread the word to all Kiwanis clubs the importance of staying in compliance with the Youth Protection guidelines.

**School awards and scholarships**
School awards and scholarships are one way Kiwanis clubs can help students in their communities and receive recognition for the students and the clubs. It’s a great way to encourage students to continue their education, and it supports our belief that kids need Kiwanis. Here are a few examples:

- A Kiwanis club in Crawfordsville, Indiana, awarded scholarships earlier this year, including $1,000 awards to seniors from each of the county’s high schools. The club received [recognition in the local paper](#), including photographs of two of the scholarship winners.
In Roanoke, West Virginia, the Kiwanis club partnered with a local community college to provide a scholarship to help county students with tuition and book costs at the college.

Graduates from local high schools received honors from the Sparta, New Jersey, Kiwanis Club. This club has been awarding scholarships for 34 years, giving out more than US$420,000 to local students. The club took the opportunity to list its fundraisers, all supporting the scholarships, and welcome potential new members.

If your club gives scholarships or awards to students, be sure to contact local media to determine if the newspaper or television station will accept a photograph along with a description of the event. If the awards will be made during a meeting or a banquet, let the reporter know the time of the presentation so he or she can determine if a photographer can be sent. Don’t forget to invite the local radio station, too, and offer the photo to the school’s newspaper or website.

Member recognition
The Elizabethtown, North Carolina club submitted a photograph of a long-time club member on his 60th anniversary with Kiwanis. Don’t forget your club and member anniversaries and always include information on club meetings and a contact email address or phone number.

Centennial celebrations still making news
The Kiwanis club in Russellville, Arkansas used the Centennial Celebration to induct its 100th member and celebrate raising US$100,000 for The Eliminate Project. The club was featured in the local newspaper for saving 55,000 mothers and babies with money raised to eliminate MNT. It also gave the club an opportunity to mention Kiwanis’ Centennial Anniversary.

The Centennial was the initial celebration for a club in Beatrice, Nebraska, that celebrated 100 years of Kiwanis International, 94 years of the local club and 40 years of service to a local chapel at the Beatrice State Development Center. The celebration was featured on television and in the newspaper. The club invited the governor and other leaders from the state and community.

A club in Fremont, Nebraska, was looking for a way to celebrate the Centennial and partnered with police and fire departments to host a National Night Out party. The event gave the community an opportunity to learn about safety initiatives while having fun as families.
**Tips to pitch newspaper reporters**

If you’ve attended a Kiwanis International media training, you’ve heard us lament the state of newsrooms—at newspapers, television stations and even radio stations. The changing media landscape has resulted in fewer reporters as costs shift and expenses rise with reduced circulation and viewership. Reporters are taxed with longer to-do lists in the same shift. They are producing stories, digital content for the web and social media and following up on tips and leads.

Understanding their beats, deadlines and timeframes is crucial to getting your story told. Smaller community papers haven’t suffered as much, but papers in mid-size to larger cities have combined beats or halted coverage of some topics. Read PR Daily’s take on the situation for greater understanding.