July 2015

Convention coverage in Indianapolis for the Centennial Celebration
If you attended the Kiwanis International convention in Indianapolis you might have been one of the thousands of Kiwanis club members or Indianapolis downtown workers who walked to the Monumental Pancake Lunch on Monument Circle in the center of the city. Partnering with IHOP, Kiwanis served 12,000 pancakes during the two-hour lunch and raised more than US$6,000 for The Eliminate Project.

To pitch the pancake lunch to local media, Kiwanis and IHOP worked together to deliver pancakes to Indianapolis’ television stations to promote the event and to garner coverage. We also had coverage from a couple of local radio stations.

Tip: Why did we deliver food to the media? Reporters, anchors and producers receive so many news releases every day. Delivering food to the media, along with your news release, gets your message noticed in the barrage of news releases reporters and editors receive.

Kiwanis scored 14 segments about the lunch from 30-second announcements to live video shown during weather reports. Some reports just showed folks enjoying lunch on the Circle; others had interviews with members of the convention host committee and our executive director. Watch the segments from Channel 6, Channel 8 and Channel 11.

Before the convention began, Kiwanis worked with the local newspaper, The Indianapolis Star, to pitch the convention and some stories about the Centennial Celebration. Read the story.

The Star also covered Circle K’s Large Scale Service Project, called an "extreme neighborhood makeover," with an online photo gallery. The neighborhood makeover and the projects completed by Circle K also were featured in 10 television segments, including this clip from Channel 13.

Tip: Ahead of a signature project, identify the media outlets and reporters who may cover your event. Identify the news outlet, find the right reporter and make a call. We sat down with The Star’s reporter in March and let her know about the June convention, service project and pancake lunch, and then worked with her to identify the best events to cover.
Kiwanis also pitched the Birthday Bash on Georgia Street, a downtown venue across the street from the convention center where many groups hold events and concerts. Rain forced the event inside the convention center, where birthday cake was served. Before the event was moved inside, six segments promoting the Birthday Bash aired on local television. Stations received small Kiwanis International birthday cakes as part of the pitch for coverage, along with a news release.

**Kiwanis convention resources**
Regardless of whether you attended the Kiwanis convention in Indianapolis, you can benefit from these resources. View, download and share:

- Many of the presentations, handouts and resources from workshops
- Videos shown during the convention
- Official event photos
- And more!

[Check out the resources today!](#)

**Proper Kiwanis logos and branding**
Kiwanis International strives to make it easy for clubs and districts to locate the correct logos for use on print materials, signs and even trucks and trailers. For a complete listing of the logos, and a refresher course on how to use the Kiwanis brand, visit the [Kiwanis brand and style guides page](#) to obtain the logos and learn the appropriate ways to use Kiwanis assets. A style guide for writing also is included on the web page.

**Content, content, content**
It’s all about content for your website, Facebook page, Instagram account and Twitter feed. If you don’t have something new to share, visit the Kiwanis website or any of our social media accounts. You can always find new content on our website. This week we’ve posted about:

- Our new board of trustee members for Kiwanis International
- The Kiwanis International Foundation’s new board of trustees
- Information about a new partnership with Sister Cities.

Stay tuned for an update about our partnership with JCI.

Feel free to share these stories on your website, or link back to the Kiwanis website. Same goes for social media. Copy the link and share through your club’s account(s). Sharing and using content from Kiwanis International keeps your website and social media sites fresh and informative.
Celebrating a 100th birthday, Kiwanis style
Has your club had a Centennial Celebration yet? There’s still time and many ways to gain coverage for your Kiwanis club and for Kiwanis International’s 100 years of service to children of the world. Here are three examples:

- The Sparta Kiwanis Club in New Jersey worked with media to cover the mayor’s proclamation of “Sparta Kiwanis Club of NJ Day.”
- The Matanuska Kiwanis Club in Alaska also showcased how local clubs can their stories by working with local media.
- A club in Bradford, Pennsylvania, used the Centennial story to share how that club donated 100 trauma dolls for use in the community, tying the Centennial to their project.

Other clubs have been successful in sharing the Kiwanis story, including the Kiwanis Club of Hot Springs in South Dakota, which used an event to showcase all of the clubs in the Kiwanis family.

It’s almost time to head back to school
Are summers getting shorter as kids head back to school earlier? As you plan for club events – and for family shopping trips to get the little ones ready for a new school year – don’t forget the Kiwanis wear.

If your club sponsors youth clubs, make sure you have t-shirts, stickers and everything else kids like to help motivate them to make good grades and be a terrific kid. Don’t forget the Key Club members – check out some new items including a power source for the ever-present cell phone they need to shoot photos for Instagram, Twitter and Facebook, and the stylish shades teens like to rock in their photos. Visit the Kiwanis Store for these and more items as you and your club members get ready to go back to school.

News release tips from PR Newswire
It’s time to update our news release templates – according to PR Newswire. The old format that states “for immediate release” is now passé, according to this blog post. So we’ll be updating our templates to reflect a more modern way of sharing our news.

The blog post also suggests using a dateline – the city where the event is taking place – and using the year in the date. These are valid suggestions, as releases remain online for years and don’t always have the city and state or the date – all important pieces of the factual puzzle.