Media training sessions set for Kiwanis International convention
If you or someone from your district or club was unable to attend media training sessions held last fall, try to work one of the four media training sessions listed below into your schedule on Friday, June 26.

PART 1
Get local media to pick up your story. This session of media relations training will show you how to connect your news to the right reporter. Find out what's news—and how to find a hook reporters will grab; learn how and when to send a press release, and more.

PART 2
Make your pitch perfect. Learn tips for developing and delivering a pitch that will pique reporters’ interest, plus discover some key do's and don'ts when it comes to making a media pitch.

PART 3
Figure out messaging. When it comes to successful media interviews, there is one crucial element that will make your story—and your club—shine: key messages. Learn why they're important, how to develop them and how to take charge during the interview and keep your messages on top.

PART 4
Learn the do's and don'ts. There’s no doubt interviewing with a reporter can bring on the nerves. Discover tips and tricks for controlling your nerves, learn what to wear (and not wear) on TV and find out how to set the stage that brings out the best in the Kiwanis brand.

Joining Kiwanis International at the convention? Get your gear online now!
If your club members are planning to attend the Kiwanis International convention in June in Indianapolis, now is the time to purchase your Kiwanis gear. If your club members need T-shirts, hats or other Kiwanis branded items to wear at the
convention, **order now**! And be sure to stop by the Kiwanis store in the World Showcase during the convention to see new products.

Remember the store’s wide variety of Kiwanis items when you’re planning your events. If your club is having an event outside, you might need an **event vest**. If the event is a pancake breakfast, your club might need a **chef’s hat**, or if your club is hosting a golf tournament, consider the **Kiwanis tees**. Make sure you identify your needs a few weeks ahead of your event, get your order in to the Kiwanis store and have your Kiwanis logo items on hand for your club’s events. If you haven’t had a centennial celebration event, you can still get Kiwanis Centennial items at the store. You can order **balloons** and other items online.

**Washington, D.C. visit**

Thirty-four Kiwanis clubs were invited to Washington, D.C., for Kiwanis International Day at the White House. The clubs were selected on the basis of their signature service projects and the impact made on the community. Projects included community gardens, reading projects and clothing drives. Several clubs took advantage of a press release template offered by Kiwanis International and were successful in placing stories in local media. They include:

- **A Builders Club from Ogdensburg, New York**
- **An Aktion Club from Highlands County, Florida**
- **A Key Club from Murphysboro, Illinois**

Clubs in attendance also were provided sample letters to the editor to send to their local newspapers after the visit, thanking the club members who participated and the senators and representatives whose offices they visited while on Capitol Hill.

**The Eliminate Project in the news**

A student in Washington state held an impromptu fundraiser and was covered in her local newspaper when she challenged her fellow Key Clubbers to raise money for **The Eliminate Project** that resulted in an **ice cream shower**.

A club in Bellevue, Ohio presented a member with the Centennial Award and received press coverage, which allowed the club to explain **The Eliminate Project**. Both stories are a great way to explain Kiwanis International's global initiative and provide information on how others can get involved and help eliminate maternal and neonatal tetanus.

**Anniversary and centennial coverage**
The Winter Haven (Fla.) Kiwanis Club celebrated its 80th birthday by featuring a long-time club member in a story in the local newspaper. If your club hasn’t had an anniversary celebration this year, or hasn’t received coverage for Kiwanis’ Centennial, pitch a long-time or active member as the focus of the club. Reach out to the lifestyle reporter and offer an active volunteer for a feature story. Remember that many Kiwanis clubs are experiencing a downturn in membership, so be ready to answer that question. This club did a great job in pointing out that Kiwanis is one of many clubs experiencing reduced members, and also mentioned the continued valuable service the club provides with its signature service project.

The Kiwanis club in Portage, Indiana was successful with its centennial story and included information for those interested in joining. A club in Appleton, Wisconsin, received coverage for celebrating the centennial by planting trees.

The Centennial Tour continues with recent stops in New York and Chicago. The Francis X. Hegarty School in Island Park on Long Island, N.Y., was the site of a playground groundbreaking event on Saturday, April 25. The school playground was damaged during Superstorm Sandy in 2012 and will be rebuilt. The playground’s base also will be elevated to prevent damage from future storms. The local paper covered the groundbreaking.

In Chicago, an all-inclusive playground at Camp Independence was built and dedicated during the first week of May. Landscape Structures and Kiwanis club members from the Illinois-Eastern Iowa district began work on Wednesday and dedicated the structure on Saturday, May 2. Local papers covered the dedication of the $120,000 playground.

Share your videos with local media!
This year, Kiwanis International asked clubs to make a video showing the club’s Kiwanis One Day project. A club in Hays, Kansas, shared its One Day video with the local paper, showing how the club spruced up a park. Keep this tactic in mind for next year’s Kiwanis One Day, or for any other service project your club performs. Local media often allow individuals to post videos online on websites and social media pages. This is a great way to share the impact your club has made on your community with others. This might be all they need to join your club.

Write tight for maximum effect
The Muse offers advice on words to avoid when writing a press release. TV, radio and newspaper employees are so busy, and are bombarded with press releases, media advisories and requests for coverage that yours has to stand out in a crowded
field. Use your words wisely and skip the words that don’t add meaning to your story – literally, "amazing" and "really" are among the words this author suggests skipping for words that illustrate the story.