November 2015

**Holiday happenings**

It’s the time of year when many clubs collect and wrap gifts to give to children during the holiday season. If your club is going to wrap gifts and stuff gift bags, Christmas stockings or food boxes, be sure to take some photos to share on your club’s social media channels and website.

If your club is assembling food care packages, a photograph of the finished boxes and a photograph of the donated or purchased food can help tell your story, particularly if you have lots of donated items. If your club is providing Christmas gifts, a photograph of the gifts can illustrate the generosity of your club members. You can take photos of club members placing items but focus on the donations or gifts.

If your club invites a group of children to an event and you are concerned about photographing the child, you can photograph the back or side of the child, without showing his or her face. Make the club member who is giving the gift, helping a child try on a coat or just being a Kiwanian the focus of the picture. If you would like to take a photo of the child, download this standard Kiwanis release form to have a parent or guardian give permission for photographs.

Be sure to invite the media. An editor just may be looking for a “feel good” story that day!

**Just the Facts**

The [2015 Just the Facts information sheet](#) with all the numbers, details and descriptions about Kiwanis is now online. Visit the [communications resource webpage](#) and download your copy today. Keep the fact sheet handy for media calls or presentations about Kiwanis. The fact sheet is updated every October.

**Sharing election stories**

Late October and early November are busy times for the Kiwanis family. Many clubs are sending news releases to local media about their new officers and new members, and
some clubs are continuing to get publicity. If your club hasn’t written a news release about your new officers, or the new Kiwanis year, follow the lead set by these clubs:

- **In Roanoke, Virginia, the Kiwanis Club of Montgomery County-Blacksburg elected new officers and tied the installation to an awards ceremony. The Roanoke Times carried the announcement and photographs of the award winners.**
- The Kiwanis Club of Petaluma, California, also included award winners with the new slate of officers in a story that ran on Petaluma360.com.
- The Spencer Daily Reporter in Iowa used a photograph of the Hy-Noon Kiwanis Club board.
- Taking advantage of announcing the first female president for its club, the Weston Kiwanis Club had a photograph on WestonForum.com.
- The Kiwanis Club of Conejo Valley pitched a story about its new president to The Acorn. The story also noted the Key Clubs sponsored by the local club and included contact information and a link to the club’s website for readers who might be interested in attending a meeting.

Other clubs used the new Kiwanis year to feature officer installations.

- The Portsmouth Daily Times in Ohio featured newly-elected president Tracy Ison.
- The newspaper in Casa Grande, Arizona, featured the installation of Richard Rosales, who also was named Kiwanian of the Year.
- The Childersburg, Alabama, Kiwanis Club promoted Sue’s presidency while announcing its new president, April Morris, in a story in the The Daily Home. The story mentioned the club’s service projects, Morris’ plans for the future and the time and location of club meetings, along with contact information.

This year, to capitalize on the first international female president, the Kiwanis International PR team worked with other female governors to earn news stories about their election.

- In Indiana, home of the Kiwanis International Office, The Indianapolis Star carried a story about Kris Bowers. The focus of the story was her involvement in The Eliminate Project. The story noted she was entering her term as Indiana governor.
- In Ohio, Amy Zimmerman began her term as governor, and the Cincinnati Enquirer ran a story about her involvement with Kiwanis.
- In South Carolina, the Bladen Journal noted Dawn Puderbaugh Hodges had been elected governor of the Carolinas District of Kiwanis.
- The Dispatch in Eatonville, Wash., featured a story about the Pacific Northwest's
new governor, Jackie Sue McFarlin.

President-elect Jane Erickson was highlighted in her hometown newspaper, The Storm Lake Pilot Review, in a feature about her presidency next year.

**Telling the Kiwanis story**

Take advantage of milestones in your club, such as the induction of new members, or other events, to share that story with the media. The Midland, Mich., Daily News newspaper featured the 14 new members of the Kiwassee Kiwanis club in an October story. The South Jersey Times featured a local school’s Terrific Kids program. The Building Up Grades (BUG) program was featured in the Gainsville, Texas, newspaper, showcasing the joint Kiwanis club and Boys and Girls Club project. And the Aktion Club in Council Bluff, Iowa, was recognized for its achievements in the local paper.

**Getting to the right reporters**

It’s always a busy time in a newsroom with constant deadlines, reduced staffs and pressure to produce online content to supplement print or digital products. Reporters don’t have a lot of time to spend sorting through story pitches. To make your pitch stand out, follow these tips from Cision, a vendor Kiwanis International relies on.

Club members can invite a reporter to a meeting. A reporter in Visalia, Georgia, attended a meeting and wrote a favorable story about the club she visited. Make sure your club is ready for a guest before you issue the invitation. Is your club vibrant? Do you have lots of information to share? If so, invite a reporter to be the guest speaker. You might get a story out of it, but, more importantly, you club will be on the reporter’s radar for when there is something newsworthy.

**Kiwanis Family Month**

As Kiwanis Family Month comes to a close, keep this in mind for next year. The Kiwanis Club of Lafayette, Louisiana, published a blog post and incorporated club-specific info about the service leadership programs it sponsors. It’s a great way to localize the news about Kiwanis.

**Shop the Kiwanis Family store for your holiday needs**

Planning a holiday event? Looking for gift items for fellow Kiwanis club members? Stop by the Kiwanis store to stock up on items your club needs for festive gatherings. Celebratory items such as wine corkscrews, bottle stoppers and wine glasses are
available.