October 2015

Presidential announcement

Kiwanis International has had much to celebrate in the past year. We celebrated our 100th anniversary and elected our first female president. To capitalize on Sue Petrisin taking office as president on October 1, Kiwanis International looked for ways to share that news with multiple media outlets. The fact that a woman is president is not necessarily news, but when paired with the election of female governors, that gave Kiwanis another opportunity for media coverage. We reached out to all North American female governors to get additional information about them and wrote a release about serving with Sue for the next year. We’re waiting for the media hits to roll in; we have had several from Sue’s release.

When your district or club issues a news release, don’t forget to share the information on your website. The California-Nevada-Hawaii District posted Cherice Gilliam’s story on its website, sharing the news that Cherice was not only the first female governor, but the first African-American governor.

Several clubs used Sue’s presidency to share their own releases. In Elgin, IL, Karen Oswald was elected club president and shared that with the suburban Chicago Tribune. Bill Kerns, president of the Taylorville, IL, Kiwanis Club issued a similar release. Tying your club’s presidency to the international organization gives credence to the story.

It’s also the time of year to announce new officers. If your club hasn’t yet sent a media release, list your new club officers and share with the media. Don’t forget to take a photo and share on social media and post on your club’s website.

Some examples are:

- The Pocono Record (Pennsylvania), where new president Michelle Gallagher issued a challenge to members to broaden their community commitment for the club in its 92nd year.
- The Kirkland Views (Washington) carried the Kiwanis Club of Kirkland’s annual installation, noting the incoming president Kat Cannon and three new board
members.

- The Orange County Register (California) noted the installation of new officers, including President Frank Barry, in a brief story.
- In the Helena Arkansas Daily World (Arkansas), the Helena-West Helena Kiwanis Club installed new members, recognized special achievements and handed out awards at its weekly noon luncheon meeting. The paper carried a photo of the new officers.
- The Nugget News (Oregon) carried a story and photo of the new officers and noted club members who received the Kiwanian of the Year honor and Centennial Award.

Promote your club

Going to a Chamber of Commerce event or other community or business gathering? It's a great opportunity to share information about your club and potentially attract new members. Kiwanis has created a club brochure that lets you customize information about your club—meeting location, your signature service project and other information that would be of interest to potential new members. Download the brochure, customize it and print it on your own printer or send it to a local printer. Learn more.

Anniversary celebrations continue

Kiwanis clubs continue to celebrate the 100th anniversary of Kiwanis International. Here are some examples of how clubs obtained coverage for their celebrations:

- The Kiwanis Club of Gladwin, Michigan, celebrated its 35th anniversary as well as the Kiwanis Centennial.
- In Miami, the Kiwanis Club of Little Havana celebrated its 40th anniversary. Founded in 1975, the club began as a group of 25 young men who wanted to help the community during the influx of Hispanics to Miami. The club now has 170 members.
- The Downtown Council Bluffs Iowa Kiwanis Club celebrated 95 years of service with a dinner.
- The Alexandria, Minnesota Kiwanis Club was recognized by the mayor during a Centennial Celebration that garnered coverage for all Kiwanis-family clubs.

How to approach a reporter

Three reporters from The Chicago Tribune were featured on a panel sponsored by Cision, the media subscription service used by Kiwanis International, to discuss how they work with public relations professionals. They offered advice on getting a pitch
noticed and used. The reporters included Bill Hageman, a 35-year veteran of the Trib and current lifestyles reporter; Nara Schoenberg, a 15-year Tribune veteran and Becky Yerak, who covers the business beat. Read their tips and see if they apply to your media efforts.

**Save the date**

Mark your calendars: IHOP National Pancake Day 2016 will be Tuesday, March 8.

IHOP restaurants across the U.S. and Canada will once again be collecting donations for Children's Miracle Network Hospitals and other local children's charities through their 11th annual National Pancake Day. Every dollar raised through donations at your area's IHOP on March 8 will stay in your community and help children at your local CMNH hospital or other children's facility near you. Learn more at www.ihoppancakeday.com.

**Dinner time!**

At Kiwanis, we cook for a cause. From placemats to aprons, everything you need is in the Kiwanis Family Store. Shop now for upcoming events and wear the Kiwanis logo with pride. Remember to visit the Kiwanis website if you need the correct logo for a banner or printed materials. It's important to use the current family of logos to keep our Kiwanis brand strong.