



June 2016

## Convention coverage

It's all about the Kiwanis International convention this month — if you haven't checked the [website](#) yet, make sure you do before you go — or even if you are staying home. If your club is sending a delegation to the convention, take a group photo before they leave. You can send that to local media with a news release that includes information about their participation in the Kiwanis International convention. If your local Circle K International club is attending, make sure you mention that and note the day of service in Toronto. Check out the [media release on the large scale service project](#) — just don't call it the LSSP.

Share your club's photo on social media and encourage your Kiwanis club members to post photos of their convention experience and sight-seeing in and around Toronto. Those photos can be shared on all of your club's social media accounts and your club's website. You also can send them to us at [pr@kiwanis.org](mailto:pr@kiwanis.org) and they could be included in the daily compilation of convention coverage we're planning for social media and our website.

If your club is among multiple groups that are walking, biking or driving in a caravan to Toronto for the convention to raise money for The Eliminate Project, please let us know at [pr@kiwanis.org](mailto:pr@kiwanis.org).

Several groups are making the trek to convention as a fundraiser, including [Miles for Moms](#), a group that is walking nearly 700 miles from Virginia to Toronto to raise \$100,000 for The Eliminate Project. Check out their [Facebook page](#) for more information.

Another group of Kiwanis club and Circle K club members will bike from Indianapolis to Toronto during an eight-day period. One of the bikers, Ian Andrews is [active on Twitter](#) and says they'll document the journey on that and other social media platforms, including [Bike for Babies](#), a crowd-sourced funding page.

If your club is participating in an event such as these, email [pr@kiwanis.org](mailto:pr@kiwanis.org) and let us know how to follow your progress.

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## Custom club logos

Not sure about your club's use of the Kiwanis seal? Visit our [website](#) and check out the new brand guide and all of the approved Kiwanis logos. Remember, if you're attending the convention, take an item with the old brand and trade it for a T-shirt with the new brand. Look for the branding booth in the Kiwanis World Showcase and get your free shirt (while supplies last).

Visit the Kiwanis website to [request a custom logo](#) for your club. We were inundated with requests in April and May and have worked through our backlog. Within 20 business days of your request, you will receive a proof. Once the proof has been approved, we'll submit it for final art, and you'll have your new club logo within 20 days of that sign off. Clubs or districts celebrating a 25th, 50th, 75th or 100th anniversary also can get a custom logo with special anniversary artwork. They also can [receive a proclamation template](#) for use with their local or state governments.

This custom feature removes the guess work from logo creation and helps Kiwanis strengthen its brand. For more information on the proper use of the logo, or branding guidelines, [check out the brand guide](#) online.

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## Making a good feature story great

[A weekly paper in Carmel, Ind.](#), devoted a front page story to the Carmel Kiwanis Golden K Club, featuring the members who continue to make time for volunteer service in their community.

The story also included three photographs showing the members and the projects. One photo ran on the front page of the paper and all three photos along with the story were featured online—overall it's a nice story about the club. The reporter interviewed Sue Petrisin, 2015-16 Kiwanis International president. But, when you look at the story and photos, do you see a missed opportunity?

Think of how the Kiwanis logo could have been used in any of these photographs. Perhaps a banner could have been hung in the workshop. Maybe one or two of the members could have removed his apron to show the logo on the shirt. Or maybe one of the members not wearing a Kiwanis shirt could have worn a Kiwanis shirt. Think about ways to elevate the Kiwanis brand when you're working with the media on a story about your club and your service.

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# Planning ahead pays dividends for Boynton Beach Club

The Boynton Beach, Florida, Kiwanis Club began planning for the club's May Reading Oasis dedication in January—and received plenty of coverage for their efforts. One of the members called Kiwanis International in January to brainstorm coverage ideas and to get help with a news release. We also prepared a media list for the entire area and connected the group with Lewis C. Matusow, the Florida District public relations coordinator who is in the PR business.

The club scrubbed the media list to hone in on the right reporters, worked with the school and Scholastic Books to get quotes and pitched the release with Lew's help. When pitching the event, Lew noted that the story would offer many visuals, important for TV stories and for newspapers that send a photographer. Lew also listed other groups that were contributing to the project—and expected to be part of the ceremony—including the fire and police departments. He also stressed that kids would be involved.

The club also mentioned a few other projects, including its 'Shop with a Cop' program with the Boynton Beach Police Department and a scholarship program.

The [Palm Beach Post](#) covered the event in its print and online editions.

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## More scholarship stories

Also in Florida, the Biscayne Bay Kiwanis Club awarded a US\$30,000 scholarship to a young woman who hopes to become a nurse. Three television stations covered the event and shared the news story multiple times throughout the day. The club put the focus on the scholarship recipient instead of the club. The story ran on the local affiliates of [NBC](#) and [CBS](#).

The [Steilacoom Kiwanis Club](#) in Oregon received coverage in the East Oregonian for giving US\$6,000 in scholarships to graduating high school seniors in Lakewood, Wash.

In Brownwood, Texas, the [Pecan Valley Kiwanis Club](#) gave scholarships to high school seniors.

The [Alton-Godfrey \(Illinois\) Kiwanis Club](#) gave away four scholarships and also honored Kiwanis club members for their many years of service.

And in Mountain Home, Arizona, the Baxter Bulletin covered scholarships given by [the Kiwanis Club of Mountain Home](#) to local high school students.

Each story received varying degrees of coverage, but the most important component is that the club received coverage for giving the scholarships. How? By submitting the story! Sometimes a simple photo and caption will be used; other times newspapers will write a story about the students and include information about the club, its projects and its members. The Mountain Home club was successful in including the meeting time and location of the club, and also added the club's social media account and website.

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## **Sending the best news release**

The communications experts at Ragan Communications offer [tips for getting your media release in the news](#). From writing a great headline to including important facts and figures to keeping it short, sweet and to the point, this list can help get your release from the pitch to the paper.