



## Public Relations

Janice Seyfried

### KIWANIS "BRANDING" AND THE NEW PUBLIC RELATIONS AWARD FOR 2005-06

We are approaching the busy growth building part of the Kiwanis year, and public relations - "Getting the Word Out" - becomes a focal point. KI has new programs to enhance knowledge of Kiwanis by our communities. "One Can Make a Difference" - The Kiwanis Branding Campaign - can be utilized to reach new members and raise the awareness of Kiwanis in the community. The campaign will be covered in detail in the Public Relations forum at the Mid-Winter Conference in February. A sample press release for the Kiwanis Public Service Campaign can be downloaded from KI website (labeled "marketing/pr public service announcement scripts"). Let's remind our members to always broadcast the Kiwanis "brand" by wearing pins, shirts, caps, or using banners and encourage the media to broadcast our good works.

Our public relations award last year was met with a good showing of applicants. The awards and banner patches will be given at the Mid-Winter Conference. Governor David Rothman has approved another banner patch for public relations this year. Most clubs are already using many of the various media included in the criteria. The clubs will be recognized with a Public Relations Banner Patch when they promote their activities, club meetings, members, and other items of interest during the year using a variety of public relations venues. Two required elements have been added: one club newsletter/bulletin issue and one article published in the local newspaper are required items plus an additional nine (9) times during the Kiwanis administrative year, in any combination of two or more of the following categories: **Electronic Media** - (interview, news coverage, remote broadcast, commercial, PSA or scheduled program); **Radio, Broadcast TV, Cable TV; Print Media; Daily or weekly newspaper** (press release, article, photo, guest editorial, letter to the editor, newsletter promoting club activities); **Regional Magazine** (article or photo); **Direct Mail** (club newsletter to non-club members, invitations, announcements); **Business/Calling Cards** (club card or personal business card with Kiwanis logo); **Outdoor Signage** - Any outdoor display, banner, billboard, wagon or tent or street signs or meeting signs that generates awareness for and about Kiwanis - send photo; **Public/Business Event Presence**; Parades, fairs, festivals - send photo or clippings; New Media: **Club website; Broadcast email; Internal Publicity: ESK, Kiwanis Magazine, and Club Newsletter.**

Please send newsletters, press releases, photos, clippings, etc., by September 30, 2006. to: Public Relations Award, N. Y. District Kiwanis, 2104 Willow Street, Wantagh, NY 11793, Tel: 516-826-6344 E-mail: <KIWANISPR@aol.com>.

# Cortland Kiwanians Celebrate Senior Birthdays With Style



The Kiwanis Club of **CORTLAND**, Chemung Division - On Oct. 19, 1993 held a "Make A Difference Day" for the residents of the Cortland Care Center. The party went so well, Cortland Kiwanians decided to make it a tradition and a party was scheduled to be held the third Saturday of each month.

The event begins with the residents admiring the birthday cake, upon which is scrolled "Happy Birthday" and the names of the celebrants. Each celebrant individually, at a central birthday table is honored by reviewing their age, birth date and city.

They are presented with ice cream and a

**July Birthday Gal Nina Stevens, 103 years young receives roses from Cortland Program Chair George Williams.** piece of cake with a lit candle on it, and are requested to blow out the candle and make a wish.

At this point they're wished a happy birthday and all the residents sing happy birthday. The celebrants are then given the PA microphone and asked if they'd like to say anything. Most do with amusing and enlightening results.

The event is a special way to honor and recognize our seniors.



## Webmaster

Marty Toombs

So you've got a couple members planning on attending the Mid-Year conference and another making a cross-state trip who want to visit Kiwanis clubs in the area. And you also are looking for the form to make sure one of your members gets their Distinguished Kiwanian award.

All of those problems can be solved quickly by a visit to the District web site at [www.kiwanis-ny.org](http://www.kiwanis-ny.org).

So you're not the club secretary but are interested in the history of the district or what you can do to help your club be distinguished this year? That information is on the site as well.

And if your interest is centered on Kamp Kiwanis, there's information on the Kamp's history, directions to the Kamp, information on this summer's program, and even the information and forms needed by kamps and prospective staff. Pictures of the Kamp and activities from the summer season are a featured part of the site. The Kamp Kiwanis section of the site includes 177 pictures.

During the past year some significant changes were made to the site's underlying structure which has had the result of making the data which has been there for a few years more easily accessible. All the information regarding the district's 297 clubs is now housed in a searchable database, allowing visitors to get the information in the format they need.

Using the Club Locator feature on the site lets you search according to various criteria, including Division, City, and club meeting schedules. For example, a search for "Mon" will give you a list of all the district clubs that meet on Monday. A list of all clubs by their organizational date, and a list of all the club web sites in the district also is available.

Club information available includes president and secretary contact information, meeting times and locations, and the club web site, if there is one.

The information on the 180 people who hold district offices, including officers as well as district committee chairs, lieutenant governors and others, also has been put in a database and can be searched according to various criteria.

The club and other directory information is updated as needed, on a daily basis. (Check your club's listing and make sure it's correct. If not, the e-mail address to submit a correction is on the bottom of each page.)

When it comes to searching, you also can search the entire site, or just the Kamp Kiwanis portion of the site. The searches will find references on the web site, as well as any in the Empire State Kiwanian since October of 2003.

Each edition of the district's newspaper is posted on the site as soon as it is published, before most Kiwanians will find it in their mail box, and they remain posted for later

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## Asighieri Receives Hempstead Recognition



The Kiwanis Club of **SEAFORD**, Long Island South Central Division - Hempstead Town Councilwoman Angie M. Cullin and Town Clerk Mark A. Bonilla recently presented an official Town of Hempstead Certificate of Recognition to Seaford Secretary - President Elect Robin Asighieri at the 2005 Kiwanis Club of Seaford Awards Ceremony, which was held at David's China Garden in Seaford.

**Pictured above (left to right) are: Seaford President Elise Doyno, Hempstead Town Clerk Mark A. Bonilla, Seaford Secretary-President Elect Robin Asighieri, Councilwoman Angie M. Cullin, NYD Public Relations Chair Janice Seyfried of Wantagh and New York District Distinguished Past Governor Peter J. Mancuso of Bellmore.**

## Dean

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members, and clubs exist in various other districts with more to come. For the 2005-06 year in the New York District, the committee will be focusing on the possibility of chartering new Young Professionals clubs in the Rochester, Syracuse and Buffalo areas. As with every other Kiwanis Club, Young Professionals clubs require a sponsoring Kiwanis club in order to organize. Once sponsoring clubs are secured, the committee then hopes to identify a critical population of former sponsored youth in those areas who can take on the all-important roles of Charter officers and assist in Charter membership recruitment. Even more so than traditional

Kiwanis clubs, the success of Young Professionals clubs is tied directly to the commitment and participation of their Charter membership.

Young Professionals clubs are a great way to energize your division and even to potentially recruit younger members for your own clubs as a result. Please make a commitment to this important effort. If you or your club would like more information on Young Professionals Kiwanis clubs, are interested in potentially sponsoring one of our new clubs for 2005-06, or are aware of potential Charter members for these proposed new clubs, please contact us.