

## Marketing & PR

Jim Mancuso



The good news is that it is "never too late to start."

I encourage you, if you have not done so already, to form a club Public Relations and Marketing committee. Let's get the Kiwanis word "out there" about all we do for our communities and to drive membership!

Getting "out there" is easier to do than you think. In fact, there are many free ways of doing so.

One of the best and most powerful are Public Service Announcements or PSAs. These are short messages which you can produce with a digital camera (even just using your cell phone) or recorded on a computer. Once complete, they can be sent to radio and television stations, where they will be played for free!

The stations use PSAs to fill up their airwaves by donating air time. Most stations will allow you to include a contact telephone number and website address to get more in-

formation.

Here's a brief example of a PSA. The topic: the importance of getting infants immunized. Length: only 30 seconds. Scene opens with Woman #1 and Man #1 sitting by a playground. Children shown playing, camera moves over to the two adults sitting together on a park bench watching them; children's laughter in the background.

Man #1: Yeah -- I can't believe we're going to be parents! It's great, but there's so much to worry about. I think about Rachel and Danny's little girl and how sick she's been...

Woman #1: I know, it's been so sad seeing how much trouble they've had -- it's too bad they never had her immunized.

Man #1: But she's only a year old! I never even thought about immunization - when are you supposed to get that done?

Woman #1: Well, the first shots are done when the baby is about 2 months old -- then you have to go back 4 or 5 more times before the kid starts school. If they had only done that, their baby might not have had so many health problems.

Man #1: Oh, man, I had no idea. I really need to find out more about all this stuff!

Woman #1: It's okay. Your doctor or

nurse will tell you when you need to come back

A little girl comes running from the playground and climbs into the man's lap.

Woman #1: You and Tasha are already a great aunt and uncle, you know. Don't worry. You'll be wonderful parents.

Man #1: Thanks, Sis. Tasha has a checkup tomorrow, so we'll talk to the doctor then and find out more.

<Fade to black, leaving only the sound of children playing under the voiceover, with the logo, phone number and website address of a child immunization service shown onscreen. Voiceover: Immunization for your kids; talk to your doctor about it today.>

It is really just that simple. With a little bit of creativity you can adapt this example for a PSA of your own, supporting an important club message to your community.

And, don't forget about the Kiwanis Oscars. A PSA would make a great entry (submissions due July 30 and will be shown at the August 2014 District Convention)!

(Information in this article adapted from The Community Tool Box - a public service of the University of Kansas. Learn more at <http://ctb.ku.edu>.)

## Pediatric Lyme Disease

DPG John Gridley



Spring is here and summer is in the way so let's review.

Avoiding infection: stick to trails or sidewalks if possible. Avoid walking through open fields or areas of tall grass, especially fields near where they meet woods.

Wear socks, pants and long-sleeved shirts. Consider tucking the bottom of your pants into your socks and tuck in your shirts. Consider light colored clothes to make it easier to spot ticks. Use insect repellent, especially on an-

kles and pant legs. Repellent with DEET is recommended. Inspect clothing during an outdoor excursion.

After returning home, check clothing again and do a full-body inspection. If a tick is found, grasp its head with pointed tweezers and pull it off, then clean the bite area.

Ticks that are removed within a few hours usually do not pass infection to the host, so act promptly and using the Tick Kits.

Initial symptoms of Lyme infection include a growing red rash and flu-like fatigue, fever, headache, muscle ache and swollen lymph nodes. These can appear from a few days to a month after a tick bite.

Typical treatment is a regimen of antibiotics. It is effective in most people if started promptly. If not treated, patients often develop arthritis and can also suffer from serious cardiac or neu-

rological problems. So if you even think that you got bitten by a tick, see your doctor as soon as possible and demand a blood test.

As always if you know a child that has Lyme disease and their parents need financial assistance paying for treatment and/or medication, please give me or any board member a call.

Thank you to all Kiwanis members and Sponsored Youth members for their assistance in raising funds through the Brittany Fellowship, Emerald Brittany, Joseph Wuest Fellowship and other different fund raisers. Without your help we could not do what we do. What we do is help kids immediately.

Also, I would like to give a special "Thank you" to Kelly Chan the Past Governor of Circle K. Through her efforts she made a lot of young people feel better. I had the honor and privilege to present her with a Brittany Fellowship Award given to her by the Pediatric Lyme Disease Foundation board members at the Circle K convention in Albany last week.

Someone once said, people will forget what you do and what you said. But people will always remember how you made them feel. Kelly Chan has made a lot of people feel good.

## Gowanda Honors 65-Year Member

It's hard to imagine waiting long for anything today, let alone to get into a club.

But Don Campbell waited three years to get into the Kiwanis Club of Gowanda.

Sixty-five years later, he remains a proud Kiwanian in a club that he describes as "the backbone of the community."

"When I joined, I had to wait about three years, it was full," Campbell recalled recently on the eve of being presented with his 65-year Kiwanis membership pin by Southwestern Division Lt. Gov. Bob Ducato

Newly installed President Vicki Cocca said at Campbell's pin presentation, "Don's presence in this group serves as an inspiration to all our members."