



## Public Relations

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Congratulations to all those clubs who received the PR Banner Patch for 2005-2006. We hope that during this year many more clubs will take the time to apply for this award. Just take a few moments to clip your media articles, snap photos of events and/or signage, and send them in. Required is a form of internal communication with your members such as a newsletter, emails, memos, or postcards and a sample of a release in print media. Just include nine other samples, photos of parades, signs, business cards, etc., and send it in for the award. This is the best way to be aware that your club is "getting the word out." The form for the award can be downloaded from [www.kiwanis-ny.org/forms.htm](http://www.kiwanis-ny.org/forms.htm).

One of the most fundamental tools you need in order to tell the story of Kiwanis in your division is a comprehensive media list, including key journalists that will help you spread the word about Kiwanis in your area. To help you create this valuable and important tool, we are providing you with some guidelines on how to build a media database, as well as a few potential online resources to help you identify which media outlets are in your region.

The first thing you'll want to do is make sure that you identify all of the publications, radio and TV stations that cover the area in which you're making your news announcement and will reach your potential new members and supporters. To do this, we've compiled a list of Web sites that should prove helpful in identifying media outlets in your area.

Directory of 16,920 media outlets:  
[www.mondotimes.com](http://www.mondotimes.com)

Find U.S. newspapers:  
[www.findnewspapers.com](http://www.findnewspapers.com);

Links to newspapers and TV stations:  
<http://www.usnpl.com/>

Search media outlets by region:  
[http://dir.yahoo.com/News\\_and\\_Media/By\\_Region/](http://dir.yahoo.com/News_and_Media/By_Region/)

Once you have your list of outlets identified, the next step is to determine which reporters at these outlets cover issues related to your news announcement. Generally for Kiwanis, you'll want to target reporters that cover features, community issues, children, families, education, etc. Call the front desk or editorial desk of each media outlet on your target list and ask what individual covers the subject you are interested in. Depending on the size of the media outlet, there may be several contacts who are appropriate.

Keep in mind when you are calling that a good media list should consist of the following pieces of information – if you can't find any of them by thoroughly searching an outlet's Web site, ask for it when you are on the phone with the editorial/news desk: Outlet Name, Outlet Phone, Outlet Address,

Continued on Page 6

# LISC and Youth Celebrate Past Holiday Season With Friends

**THE LONG ISLAND SOUTH CENTRAL** – Kiwanians from the LISC Division and Division 6 Key Clubbers worked together to help throw a Holiday Party for the residents of the ACLD House in West Hempstead.

Dressed in holiday costumes the Kiwanians and Key Clubbers kicked off the party with a jingle bells crafts. West Hempstead Kiwanian Diann Forquion played Mrs. Claus while Key Club Lt. Governor Rickie Santer played Santa Mickey Mouse. LG Rickie's parents, Levittown Kiwanis Club Secretary Lisa Santer and East Meadow Kiwanis Club Vice President Rich Santer also helped and were also dressed in Disney themed holiday outfits. West Hempstead Key Clubbers Katie Anne Molloy and Catherine Porras completed the team as an adorable pair of elves.

After all the residents' families had arrived, the Kiwanians and Key Clubbers served a hot buffet dinner prepared by the staff of the ACLD residence.



**Key Clubbers and Kiwanians bring Holiday Cheer to ACLD House residents.**

Following dinner, Diann, LTG Rickie and Key Club elves Katie and Cat distributed presents. While the Kiwanians and Key Clubbers may have been the ones giving the gifts from under the tree, they all left the party understanding that the smiles and the joy on the faces of the residents and their families were better gifts than any they handed out.

When asked to reflect on the evening LTG Rickie commented, "The real joy of Christmas isn't your smile when you get a gift. It is in the smiles from others when they get a gift from you. Tonight, we gave the gift of our service and we got back lots of smiles."

"I was also able to spend the time doing something good with my family and a our friend, Diann. At the same time I made two new friends. What's even better is that they are two of Santa's elves. Hopefully, the new friendships will pay off in better gifts under my tree this Christmas," added Rickie.

The party continued with Christmas caroling led by Diann and the Key Clubbers. The residents and their families joined in and used their jingle bell crafts to accent the vocals. The evening concluded with delicious dessert tables.

## Penfield Perrington Provides Fun at Mary Cariola Center



**The Kiwanis Club of Penfield-Perrington, Finger Lakes Division – with the helps of Mr. & Mrs. Claus and elves hand distributed gifts to children with disabilities. Event Coordinator President Steve Muchard purchased gifts through Toys for Tots and Penfield- Perrington newest members Dan Bobzin played Santa and Secretary Elaine Romano played Mrs. Claus. Pictured above (rear) LG Elect John Hanratty, NYS Trooper, Janice Gilbert (staff) PG Bob Calabrese and President Steve Muchard. Front row: PP Elaine Romano, members Dan Bobzin and Peg Bobzin.**

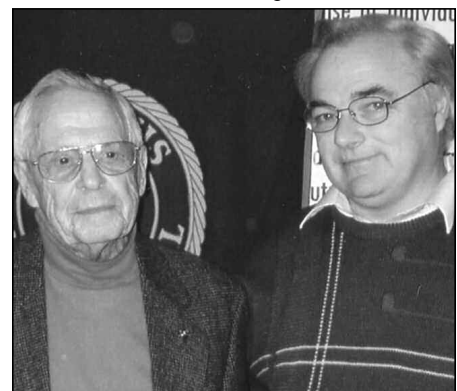
## Jamaica Kiwanians Hosts Party for Local Sheltered Children



**The Kiwanis Club of JAMAICA, Queens West Division – distributed toys and gifts to children of all ages (1-15) at a local shelter. Pictured above (back row l-r): President Mary Burton-Forbes, Treasurer Yvonne Rigabie, Member Carson Johnson, Secretary Portia Dewar and DPLG Governor Bill Risbrook.**

## Penn Yan Recognizes Membership in Club

The Kiwanis Club of **PENN YAN**, Finger Lakes Division – Art Covert recently received his pin for 65 years of membership in the Kiwanis Club of Penn Yan. The club has inducted eight new members in less than two years and meets three times each month at the American Legion Post #355.



**Penn Yan's 65 year member Art Covert poses for a photo with Penn Yan's newest member, Rich Norman, a local community pastory.**

"It's not too often someone reaches 65 years membership in a club that was formed in 1939," remarked Past President Deb Clancy.



## Penn Yan Presents Legion of Honor Awards to Members

Each year Kiwanis International recognizes Kiwanians with membership of 25 years or more. Penn Yan Kiwanis' Legion of Honor includes, above, Art Covert, Bill Moravec and Roger Wadsworth along with Joe Donohoe who, collectively, have 150 years of service to the organization.