

Empire State Kiwanian  
New York District Kiwanis Foundation  
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This is the first edition of the Empire State Kiwanian for the new year, continuing the pattern started last year that was established with the new format for both the ESK and the district web site.

There will be four editions of the ESK this year – January, April and July issues will follow this one – each designed to feature upcoming District and International events as well as coverage of activities of the previous quarter.

And the district web site -- [www.kiwanis-ny.org](http://www.kiwanis-ny.org) -- will continue to feature the news that's important to the district's clubs and divisions, posted in a timely fashion for everyone to enjoy, as well as columns from district leaders and district committee chairs.

A year ago when we issued the invitation to submit news items to be published on the web site we didn't know what would happen. When the administrative year ended, 198 submissions had been posted, many with multiple pictures. All of those items continue to be available for viewing. The postings often occurred within a day or two of the event's occurrence, demonstrating the immediacy that the web makes so easy to do.

The new magazine-style format of the ESK allows all the photos to be printed in color, providing a top-quality display

**ESK Editor/  
Webmaster**

**Martin  
Toombs**



of district activities.

Many submitted items are coverage of activities by Service Leadership Organizations, including Circle K, Key Clubs, K-Kids, Builders and Aktion clubs. It's obvious that Kiwanis clubs take great pride in their sponsored organizations and the web site has provided a new outlet for that pride.

Over the past year some clubs and organizations have been more active than others in submitting news items for the web site.

So how does your club get involved? It's easy – e-mail your news items to [webmaster@kiwanis-ny.org](mailto:webmaster@kiwanis-ny.org) and then watch the web site for them to appear.

Here are some tips for sending in your information:

- Look at your submissions from the perspective of someone who is not familiar with your club, and consider how news worthy they will seem to others. Some items are better placed on a club

web site, such as officer installations and new member inductions. Others may require additional information so Kiwanians from other areas of the district will have the full picture of your club's activities.

- Identify individuals in pictures
- Text can be part of the body of your e-mail or in attachment.

- Attach digital pictures to your e-mail as files. Don't insert them into a word-processing document. (Such pictures generally have much lower quality as a result.)

- Don't worry about the size of the pictures; they'll be cropped to best advantage for display on the web site.

- Use standard upper and lower case when typing your information.

One of the benefits of e-mail is the speed. If I have a question about what you've submitted I'll let you know. And if you have a question for me, send it along and I'll respond as soon as I can.

All submissions are subject to editing for style, spelling and grammar and pictures will be selected based on their value to telling the story and will be cropped to make the best use of them.

More help with submissions, information on setting up a web site for your club or division, and other information is available on the district web site as well.