



**Public Relations**

Janice Seyfried

**NEW PUBLIC RELATIONS AWARD**

Governor Glen Hollins has approved a 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 at least eleven (11) 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, Club Newsletter.

*Continued on Page 7*

**Jamestown Kiwanis Flips Pancakes**



*The Jamestown Club hosted a Pancake Breakfast on September 25th. Pictured above: Jamestown Past President Chuck Mazzaro stirs the batter for pancakes with his children, Sarah and Matthew. The event benefited the Jamestown Kiwanis Club which in turn uses the funds to host a Holiday Party for local children.*

**Rotterdam Holds Pancake Breakfast to Benefit Local Scholarship Fund**

Kiwanis Club of **ROTTERDAM**, Mohawk Division, - in conjunction with the White Eagle Junior Ambulance Squad recently held their first annual pancake breakfast fundraiser at the Rotterdam Senior Center. This event was held to benefit the Rotterdam Scholarship Fund.

There was a favorable response to this event by the community, because the young people, working at this project, were involved in bettering their community.

Kiwanians working on this event were: Ed Barkowski, Paul Brown, Anthony Colose, Theresa Glenn, Dave Kazda, Nancy MacLea,



*Above: White Eagle Junior Ambulance Squad Jared Stone, Kierra Dean, Nate Fregue, Ashley Courtright and Rahul Banerjee.*

Dave Stone, and Jack White. Also working were Carol Reid; Mohonasen High School Key Clubbers Josh Myers and James White; Schalmont High School Key Clubbers Becky Harding and Carol Munteer; Bob and Ellen Stone, Jared Stone and fellow members of the White Eagle Junior Ambulance Squad.

*Photo above: Rotterdam Kiwanian James White works with Mohonasen Key Clubber John White with the help of Carol Reid. Photo left: (l-r) Rotterdam Kiwanians PP Anthony Colose, Nancy MacLea, Theresa Glenn, Secretary Ed Barowski, Secretary John White, Key Clubbers James White and Carol Reid.*



**Think 39**

Rick Levine

**NEW YORK DISTRICT THINK 39 REPORT 2003 - 2004**

ADIRONDACK									
BRONX WESTCHESTER SOUTH	HARTSDALE	1	BRONX SHORE	2					3
BROOKLYN	BEN-BAY	2	KINGS PLAZA,CANARSIE	2	86st BATH BEACH	1	SHEEPSHEAD/VERRAZANO	8	13
CAPITAL	LATHAM	1							1
CENTRAL									0
CHEMUNG	BATH	1	CORTLAND	1					2
FINGER LAKES	FARMINGTON-VICTOR	2	WEBSTER	4					6
GENESEE	E.RIDGE IRONDERQUOIT	1	PEMBROKE	1	E.RIDGE RCHESTR	3	WARSAW	3	8
HUDSON RIVER	KINGSTON	2	NEWBURGH	5					7
HUDSON RIVER WEST	MIDDLETOWN	7							7
HUDSON TRI-COUNTY									0
LONG ISLAND NORTH	FLORAL PARK	1	NEW HYDE PARK	6	SYOSSET/WOODBURY	8			15
LONG ISLAND S. CENTRAL	SEAFORD	1	WANTAGH	3	FRANKLIN SQ.	6			10
LONG ISLAND SOUTHWEST	FIVE-TOWNS, L.I.	8							8
METROPOLITAN									0
MOHAWK									0
NIAGARA FRONTIER EAST									0
NIAGARA FRONTIER NORTH									0
NIAGARA FRONTIER WEST									0
ONTARIO									0
QUEENS EAST									0
QUEENS WEST									0
ST.LAWRENCE	MALONE	1	POTSDAM	2	MASSENA	1			4
SOUTHWESTERN									0
SUFFOLK EAST	PATCHOGUE	3							3
SUFFOLK WEST	COPIAGUE	6							6
SUSQUEHANNA	OWEGO	1							1
VAN RENSSELAER	SAND LAKE	1	TROY	2					3
									<b>GRAND TOTALS</b>
									97
UPDATED NOVEMBER 1, 2004									