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- 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);
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- 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 clip-pings;
- 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>.

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

The Kiwanis Club of CORTLAND, Chiemung 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 scrolld "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.

Kiwanians Celebrate Senior Birthdays With Style

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, Councilwoman Angie M. Cullin, N.YD Public Relations Chair Janice Seyfried of Wantagh and New York District Distinguished Past Governor Peter J. Mancuso of Bellmore.

Asighieri Receives Hempstead Recognition

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.

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 Camp 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 kampers 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 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, has also 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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