

Kiwanis

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Our Vision: Carolinas 18,000 Members

Our Goal: To Grow Kiwanis Service

The Objectives:

- Take Clubs from Good to Great
- Enrich the Member's Experience...
Excellent Clubs & Excellent Service!
- Retain Members
- Build and Grow New Clubs



Photo by Anissa Thompson

You can give without loving, but you can never love without giving.

— Anonymous

Time

August

6-9

Circle K

Int'l Convention
Denver, CO

22-24

Kiwanis District
Convention
Winston-Salem

September

12-14

Aktion Club
Conference
Browns Summit, NC

October

5

Fall Rally
Carowinds

17-19

Key Leader
Camp Weaver

24-26

Kiwanis Family
Conference

Kiwanis Delivers Giggles and Smiles



There were plenty of giggles and smiles of approval as youngsters participating in the children's programs at the Matthews Branch Library voiced their approval of a colorful new rug. It was purchased by members of the Kiwanis Club of Matthews for the children's area in memory of fellow Kiwanian, the late Nancy Glenn.

Mrs. Glenn, the former owner of *The Matthews*

Record, was very community minded and an advocate for children. The rug is edged with the ABC's and books which surround the Kiwanis emblem.

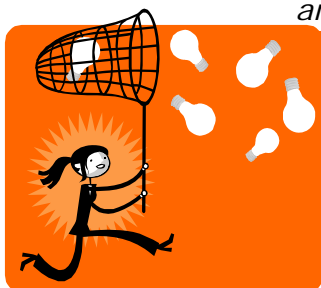
Trish Twarogowski, Children's Supervisor, noted "The rug is exactly what we had been hoping to add to our Community Room. It brightens up the area and provides the children with a fun setting during programs. Thank you, Kiwanis!" The plaque provided by the library reads:

Children's Story Time Rug

Given in memory of Nancy S. Glenn

By the Kiwanis Club of Matthews.

*Nancy was a kind, caring person
and a dedicated Kiwanian.*



Capturing Your Bright Ideas

The [Winston-Salem Club](#) had a program about their local area's history and independence day – right before July 4th—giving it special meaning.

Newsletter Contest

It's time once again to submit copies of your club newsletter to the district office for this year's grading and competition. Please send at least one example of your club's newsletter for each of the past four quarters (you may include one example from the last quarter of the 06-07 year) to the District Office (7378 Junaluska Rd, Boone, NC 28607) no later than August 1st of this year. Grading will take place prior to the district convention and the winner will be announced during the convention.

If you would like to know how grading will be handled please go to the members only section of www.carolinakiwanis.org and click on the Public Relations button. Then choose the Newsletter Checklist. If your club publishes a newsletter on line please print copies for submission.

PR CORNER

How to be the local angle to national stories

– from Don Crowther's 101PublicRelations.com

Taken from The July/August 2008 issue of The Inciter: <https://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=2>

One of the best ways to get free publicity is to offer yourself as the local angle to national or international stories you see in print or on TV or radio. Local media are hungry for the local angle. That's because local news is their bread and butter. Any time they can find someone in their area who can offer background, commentary, or story ideas that piggyback off a national event, or someone who is part of a national trend, they usually will bite.

In fact, it's standard practice in newsrooms all over the globe to pursue the local angle. Reporters sometimes labor for hours trying to track down someone in their area who can shed new light on a national issue, or who can offer an interesting local visual to accompany a national story.

14 ways to be the local angle

Here are 6 of the 14 ways to get into print and broadcast stories by being the local angle (all 14 through above link):

- 1. Offer yourself as an expert.** For example, a consumer credit agency that sees a story in USA Today about the increasing number of college-bound freshmen who already are in debt from credit cards can call local TV stations, tell them about the USA Today story, and then offer their experts for on-camera interviews. Offer to do the interview anywhere but in your office. Suggest that they film you at a local shopping mall or anywhere else where high school students spend a lot of money.
- 2. Create an expert's directory.** If you're a larger organization such as a university, or a company or nonprofit that has a wide variety of experts who can be contacted by the media, create and distribute an expert's directory. It can be as elaborate as a spiral-bound directory or as simple as a two-page list of experts. Many colleges distribute these directories every year or two to local and national media. The experts are listed by alphabetized subject categories. Each category then lists the names of faculty and staff members who have agreed to be interviewed, along with their title, phone and fax numbers and cell phone or beeper numbers. It's helpful if you even include home phone numbers. When a skirmish breaks out in the Middle East and a local newspaper wants commentary from someone in their community, for example, they can simply dig out the directory and find a professor who is an expert on the Middle East. Post your list of experts at your Web site.
- 3. Offer a tip sheet.** The consumer credit agency mentioned above can offer a list of eight tips on how high school students can get out of debt.
- 4. Create a tip sheet with an enticing headline.** Then simply list the seven or eight tips, and close with a paragraph that lists the name of your agency, contact information, and Web address. Tips sheets frequently are used by print media. But even TV stations often flash tips on the screen after a video segment. Be sure to include your phone number where people can call for more information. (See Special Report #16: How to Write Tip Sheets That Catch the Media's Attention")
- 5. Offer the people angle.** If you or someone in your company or neighborhood is the local angle to a national story, contact the media immediately. If the national media are buzzing about a new fashion trend, such as the return to hip-hugger blue jeans, and a Baby Boomer you know has been wearing hip-huggers ever since her hippie days and has a closet full of outlandish hip-hugger outfits, the media might be interested. This would be a particularly good story for television because of the interesting visuals.
- 6. Be a contrarian.** The media love contrarian viewpoints and usually go out of the way to present both sides of a story. If you disagree with results of a national study and can explain why, for example, you might be "the other side of the story."

Kiwanis

Carolinas District

REGIONAL MEETINGS Save the Date!

The grouping of the divisions corresponds to the restructuring plan. Friday events will have dinner first with the meeting following from 6 pm – 9 pm. Saturday events will begin at 9:30 am and go until about 2:00 pm with lunch at noon. Each Division will be given the opportunity to hold a council meeting at the event.



Month/Date

Location

Divisions

October

4 (Saturday)	Charlotte, NC	4, 6, and 7
10 (Friday)	Greenville, NC	14, 16, 17, and 18
11 (Saturday)	Fayetteville, NC	10, 11, and 26
17 (Friday)	Raleigh, NC	12, 13, 15 and 28
18 (Saturday)	Greensboro, NC	5, 8, and 9
31 (Friday)*	Greenville, SC	22, 25, and 27

November

1 (Saturday)	Asheville, NC	1, 2, and 3
21 (Friday)	Columbia, SC	20 and 23
22 (Saturday)	Santee, SC	21 and 24

*date may change

Stay tuned for more details!

Reading List from High Impact Leadership Forum At the Kiwanis International Convention

Good to Great (Jim Collins)
Leadership Gold (John Maxwell)
The Speed of Trust (Stephen Covey)
Fierce Conversations (Patrick Lencioni)
5 Dysfunctions of a Team (Patrick Lencioni)
Visioneering (Andy Stanley)
Courageous Leadership (Hybels)