

Public Relations



A Public Relations Kit for the members of Circle K International

This public relations kit will increase your club's ability to develop a high profile on campus and in the community, and promote pride in membership and member involvement in club activities through enhanced internal public relations.

Improved campus and community public relations will increase your Circle K club's profile on campus and within the community and significantly impact student perceptions.

This kit will equip you to interact with the media and promote your events. The following items can be found inside this kit and are ready to be used. All you need to do is fill in the blanks.

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Planning a Public Relations Campaign

A plan is a scheme for making something happen. The goal of public relations is to change individual attitudes toward a particular issue or to establish a positive image over a long period of time. Public relations must speak to a particular group or "public," such as freshmen, faculty, international students, business community; rather than scattered individuals. Because it takes time to heighten awareness, change attitudes, and develop a high profile, a long-term effort is necessary for a public relations plan to work. Your time, effort, and commitment will result in a positive image for your Circle K club on campus and in the community.

Follow these five steps:

1. Organize a public relations team which includes individuals from several publics, such as Faculty Advisor, Kiwanis Advisor, Circle K member, a non-Circle K student, and a marketing major.
2. Establish goals for the year which describe what you hope to accomplish with this plan. For example, goals could be to increase awareness of Circle K's positive impact and to emphasize to the administration the important role Circle K's community service plays on campus and in the community. Also within this step consider the public relations challenges which your club has faced; identify the publics you want to reach, and determine the image you want to develop.
3. Create an agenda for the Public Relations Campaign's implementation. Utilize the **Public Relations Planning Form** on page 5. Specify the target publics for the goal. Brainstorm strategies and program ideas which will have the greatest public relations impact and which will help your club achieve the designated goal.
4. Specify the individual responsible for each task and a timetable for completion. Delegate responsibilities and create an implementation calendar.
5. Finally, evaluate whether the goal was achieved, the reaction of the various publics, and improvements which must be made in the future.

If your club goes through the steps of setting goals, describing public relations challenges, identifying publics you want to educate about the organization, outlining strategies to meet the goal, and evaluating progress, you club will be able to outline the most effective means to develop a high profile on campus and maintain focus on its designated PR goals. For the year establish a Public Relations Team and Set three goals to improve your club's image for the year.

300 lb. Blob

The Circle K club at a small liberal arts college hosted its annual Food and Clothing Drive for the Homeless. Posters were posted three days before the event in local businesses, grocery stores and in the residence halls and an ad was placed in the paper. Over one weekend the Circle K club set-up shop outside the campus union to accept donations. After two days of collection, the Circle K club had collected only 300 pounds of canned goods and clothing. Only 50 individuals outside the Circle K club and sponsoring Kiwanis club stopped by to make a donation.

Why did only club members and Kiwanians seem to know of the event? Where was the media during this event?

Does this scenario sound at all familiar? Has your club ever thought it was publicizing an event well and still nobody showed up to help out? This phenomenon is not uncommon to student organizations. Oftentimes student groups don't know about the various public relations resources, and if they do know, they don't know how to access these resources to help them promote their club's objectives, event, project, or meeting.

A Twist in PR

The Circle K club at a small liberal arts college hosted its annual Food and Clothing Drive for the Homeless, entitled "Soup, Shoes, and Sock Fest." One month prior to the event they contacted the local media by phone and submitted news releases for the media's use. For four weeks the Soup, Shoes, and Sock Fest was promoted in the community newspaper's Calendar Of Events. Posters which showed snow on the ground and stated "Room Temperature for the Homeless" were posted on all the bathroom stall doors that could be found on campus, and in the windows of local businesses. One week prior to the Soup, Shoes, and Sock Fest the Circle K club visited a local radio station to discuss the status of the homeless in their community. They followed this up with a sharp display on campus which was a collage of homeless individuals. The purpose of the display was to point out to students that many homeless individuals are professionals who have lost their jobs, individuals who have had debilitating accidents, families who weren't able to rebuild after a fire, as well as many alcoholics and mentally ill individuals. Anyone may be susceptible to homelessness if their opportunities or conditions take a turn. The Circle K club also sent letters to all faculty asking for their support through donations, as well as promotion for Soup, Shoes, and Sock Fest in their classes.

The club set-up their food and clothing drive in a number of locations. One location was inside a residence hall; the other was outside the local grocery store. In addition, the club took calls to pick-up donations from individuals who weren't able to bring their donations to the drop-off locations.

The outcome...more than 8,000 pounds of clothing and food were collected and donated to a local homeless shelter. In addition, there were more than 700 individuals who made donations, the event was featured on three networks, and the College of Health and Human Services on campus asked if they could co-sponsor the event next year.

Widespread public recognition of Circle K on campus and within the community will benefit your club in many ways. Within the club, it will build pride in membership that leads to better meeting attendance, greater participation in fundraising and service projects, and retention of members. On your campus and in the community it will draw prospective members, heighten student, faculty, administrator and community awareness to issues facing the campus and community, increase your club's name recognition and credibility as a viable community service resource, and spark the spirit of service in others.

What Can Be Learned from the above Scenario?

Use the space below to brainstorm.

Public Relations Planning Form

This form is designed to assist your club in developing a year long public relations campaign to promote a higher profile for your club on campus and in the community. The Public Relations Team should complete this form by identifying goals, obstacles, strategies, a timeline and evaluation.

Specify Public Relations goals for the year.

How will you measure success for achieving each goal?

Who are the target publics for the public relations campaign?

What obstacles exist that may hinder you from achieving your goal?

Specify public relations strategies to achieve goal (consider events, co-sponsorship, publicity tools and media interaction)

Specify a timeline for implementation of public relations plan (establish deadlines and specify the individuals responsible for each task of the public relations plan)

Evaluate the effectiveness of public relations plan.

Working Effectively with the Media

The entire news business is structured around deadlines. At a certain point news gathering must stop and printing and broadcasting begin. When editors and reporters are "on deadline" they simply cannot stop what they are doing to talk by phone or in person. Find out when it is most convenient to contact the editors or reporters with whom you work.

The feasibility of featuring your story on a given day in the media will depend on what unpredictable events may occur on that day. There are many reasons why your story may not be used. Perhaps the story didn't have enough news value for the public that the media serves. Or, news of higher priority filled all the available space or air time that day. Or, you may have submitted your material in a difficult or unusable form. Illegible, incomplete, or poorly organized stories will often be set aside.

Do the following to establish relations with local media:

1. Identify every newspaper, community magazine, radio station, television station, and cable system that reaches your community audience. Then develop a list of editors and news directors with addresses, telephone numbers, and useful information such as deadlines. You can obtain this information through the telephone book, at the library, or from your campus PR department. Be aware of news and public affairs programs, and don't ignore such features as event calendars and community bulletin board listings.

2. Set up an appointment to meet the city editors of local newspapers and managers or news directors and assignment editors of radio and television stations. During this meeting, your goal is to find out how you can best serve the news professionals and help them do their jobs. Ask the following list of questions to learn how the news media functions and how they prefer to interact with you:
 - a) Who is the first individual to screen incoming news releases?
 - b) How do they want Circle K news provided to you?
 - c) Do you want telephone calls in advance of the event?
 - d) Do you want us to send you news releases? If so, before or after the event?
 - e) Do you want pictures? Will you send a photographer or camera operator?
 - f) Would you prefer a media advisory so you can write the story from it?

Remember that newsmen are very busy, so furnish them with information that is really news. You will do a better job and avoid disappointment if you understand how newsmen decide on the amount of coverage they can give an event. Generally, space or airtime will increase in direct proportion to the significance of your news to the audience that the newspaper or broadcasting station serves. Serving the press means providing complete, honest, accurate, and timely information. It also means being responsible when the media calls you for information.

Eight Things to Remember about the Media

1. BE PERSISTENT. Members of the media are often hard to reach, not disinterested. Follow-up with items you have sent to them.
2. BE CONSISTENT. Reinforce the same messages over and over.
3. BE CONCISE. Keep things short and simple when you write or call media. Be able to describe the story in three sentences. Use catch phrases.
4. REPEAT EVERYTHING. The person on the receiving end of the message may not have gotten it all.
5. KEEP YOUR EYE OUT FOR GOOD STORIES. What social issues have been in the news in your community? Do you have a project that is addressing that issue in some way? Is there a particularly compelling story about one student or group of students? Does it bust some kind of myth about students or about the person served? Are you involving local celebrities, notables, politicians or faculty?
6. THINK IN TERMS OF PICTURES. Television reporters will be interested only if there is a good visual image to accompany the story. Send in photographs of your club in action.
7. REMEMBER THEIR DEADLINE. Learn to operate within the media's deadline.
8. IF YOU DON'T KNOW the answer to a question, DON'T ANSWER it. Tell them you will call them back when you find out the answer.

Telephone Calls

When contacting the media via telephone, be prepared to deliver your information concisely. Note pertinent information as if you were preparing a news release. Telephone calls are best used only for simple, brief items or as a means to alert reporters to a story. This initial call can be followed by written information in more detail, if requested. You can use the call to invite a reporter to cover an event.

Public Relations Strategies and Tools

Evil Knivel Publicity Stunts

Throughout this book you will find brief articles about public relations strategies to use when working with the media -- telephone calls, news releases, public service announcements, fact sheets, media advisories, and editorials. In this article you will learn of publicity and recognition strategies to inform your publics and promote internal and external public relations for your club.

Internal public relations promotes pride in membership and increased member involvement in club activities. Remember the following ideas when trying to develop pride in membership:

- ¶ INSTITUTE A MEMBER RECOGNITION PROGRAM. A sample **Member of the Month Certificate** is included in this kit. You can use this certificate to recognize the outstanding efforts and contributions of your members.
- ¶ Encourage members to WEAR THE CIRCLE K MEMBER PIN.
- ¶ CREATE CLUB T-SHIRTS which demonstrate your club's commitment to service.
- ¶ SPONSOR A MEMBER BANQUET.
- ¶ PRODUCE an informative and morale-boosting CLUB BULLETIN which keeps members informed of upcoming events.
- ¶ ACKNOWLEDGE INDIVIDUALS.

External Public Relations increases public understanding of Circle K's community service role and heightens public awareness of programs and contributions made by the club. External public relations includes publicity in all of its forms and attention to "the little things" that build a good reputation for Circle K and its members.

As you think about promotion be creative and innovative. Certainly posters and flyers can be effective; however, only if they are used in tandem with other interesting strategies. When creating publicity consider your audience, the message you want to present, and how you can best get through to your audience. Listed below are publicity strategies to promote Circle K on campus and within the community. Samples for some of these publicity tools are included in this kit. They are indicated in bold print and are located at the beginning of the list.

POSTERS, FLYERS AND TABLE TENTS - Use eye-catching colors, identifying logos, and a large headline or teaser that will attract attention. Design an attractive poster which students may want to post in their room. Find a local pizza place that will allow you to tape flyers to pizza boxes. Use the **poster, flyer, and table tent originals** in this kit by placing event information in the space provided and having them duplicated on color paper and/or with a color ink other than black.

ADS in Newspapers and Campus or Community Publications - Paid ads can be rather expensive; however, if you want to publicize a big event a display ad may be worth it. Identify the target audience and write the ad accordingly. Keep the message brief and clear. Include the 5 W's (Who, What, When, Where, Why). Make the ad eye-catching with white space around it and be sure all final art work and text are clear and clean. Another advertising avenue is classified ads or "personals." Classified ads are inexpensive and space-saving for the newspaper. Once again, they should be brief and catchy. Use the **paid ad** and **classified ad originals** in this kit by placing event specifics in the space provided and submit them to your campus and community papers.

BOOKMARKS - Highlight an upcoming calendar of events or advertise an available service on bookmarks. Ask the bookstore and library to keep them near the cash register and insert one in books that students purchase or check-out. You also may place them in student and faculty mailboxes. Duplicate the **bookmark originals** enclosed in this kit to promote the spirit of service on your campus.

PROCLAMATION from College or University President or City Mayor - A proclamation is an endorsement by a recognized official for an event or program being sponsored by an organization. You may use a proclamation as an advertisement in the paper or post it as a flyer in local businesses and on campus. A **Circle K week proclamation**, on page 10 should be signed by your college or university president.

LETTER TO FACULTY AND ADMINISTRATORS - Send a letter to faculty and administrators offering your club's services to assist with research, testing, field projects, recycling pick-up and other needs they might have. Make faculty and administrators aware of the organization's purpose and willingness to work within the campus community. You also may write letters to invite faculty to an upcoming event or educational program which may be relevant to their course content. You may use the **letter** on page 11 or create your own.

Other Publicity Stunts...

- ¶ BUTTONS -- Sell Buttons as admission to an event or as fundraiser T-Shirts
- ¶ COFFEE CUPS printed with promotions. Contact vending machine companies or Food Service.
- ¶ TRAIN a Core Group of Individuals extensively about an upcoming project and have them speak to campus and community groups
- ¶ BUMPER STICKERS
- ¶ BLACKBOARD -- Write event information on classroom blackboards
- ¶ BALLOONS with advertising
- ¶ BANNERS can be hung inside or outside campus buildings
- ¶ CHALK SIDEWALKS by writing your advertisement on the high-traffic sidewalks
- ¶ PAPER FOOTPRINTS with event information can be placed on sidewalks and lead an individual to the event
- ¶ NOTIFY RESIDENT ASSISTANTS of events
- ¶ Reserve campus DISPLAY CASES
- ¶ STAPLE FLYERS on vending machine chip packets by contacting the vending company
- ¶ FLYERS in the campus and local newspaper
- ¶ POST FLYERS AND POSTERS in local businesses
- ¶ HANG SANDWICH BOARDS on students and have them walk around to advertise
- ¶ NEWSLETTERS and Publicity in bathroom stalls
- ¶ DESK BLOTTERS with a semester or annual calendar. Give them away by having local businesses buy ad space
- ¶ WALLET-SIZE CALENDAR with events listed on one side and the annual calendar on the other
- ¶ BOOK COVERS AND PENCILS for back to school promotions
- ¶ DOOR HANGERS with Circle K promotion
- ¶ CREATE A-FRAMES which are life-size posters
- ¶ PLACE ADVERTISING on the back of cash registers
- ¶ Buy Advertising in STUDENT DIRECTORY
- ¶ Advertise on CLOSED CIRCUIT TV if your campus has it
- ¶ Solicit PAID ADVERTISING from local businesses to supplement costs for event
- ¶ CO-SPONSOR events with other campus groups
- ¶ PAINT WINDOWS and GLASS DOORS with event information
- ¶ WEAR OR SELL HATS with logo or art
- ¶ CREATE STICKERS with logo
- ¶ CERTIFICATES OF APPRECIATION - Don't forget to thank club members and member of the campus and community for their assistance and contributions. You may order certificates of appreciation from the Circle K/Key Club International Supplies Catalog.
- ¶ THANK YOU NOTES to media and special participants
- ¶ SPEAK before your classes

Many of the above publicity strategies will require special accommodations and college or university permission. Research your college or university's policies regarding event promotion and utilize the proper channels to post your club's publicity.

Creating a Club Bulletin

A club bulletin or newsletter should be your club's primary means of communicating club information to club members and your sponsoring Kiwanis club. Either bi-weekly or monthly your club should publish a bulletin highlighting club status and upcoming event information.

When writing and designing the bulletin, the individual responsible should make the bulletin interesting so club members are motivated

to read further. Planning ahead will assist the club in developing the most effective bulletin. It is recommended that the individual who writes the bulletin create an agenda of articles for the entire semester or quarter, so he or she can plan articles in advance and solicit members or other individuals to write articles.

Designing the bulletin so it is appealing to the eye also is important. If the individual responsible for designing the club bulletin does not know how to design a newsletter, he or she can use this Public Relations Kit as a guide. This kit is designed as a sample newsletter. The most important advice when designing a club bulletin is that the type should be easy to read and the information should be presented in a concise manner.

Newsletter Tips

- ¶ Newsletter should be typed
- ¶ Use clip art or original designs of club members
- ¶ Set a deadline for distribution of newsletter and stick to it
- ¶ Leave plenty of white space in the newsletter so it is attractive to read
- ¶ Write concise articles Invite professionals to write articles about career, personal development, leadership development, or service issues
- ¶ Involve club members in the layout and writing of the newsletter

Listed below are some topic ideas that can be included in your club's bulletin. Be sure to brainstorm ideas that will make your club bulletin unique.

- ¶ Upcoming Club Meeting Programs
- ¶ Upcoming Service Project or Social Event Information
- ¶ Interclub Activity
- ¶ Member Focus - feature information about a member's hobbies, interests, major, hometown, and other unique information
- ¶ Service Initiative Introduction
- ¶ Kiwanis Club Activity
- ¶ Trivia Quiz - CKI or club or college/university trivia
- ¶ College or University Calendar of Events– include birthdays!
- ¶ District and Division Event Information - divisional rallies, Leadership Training Conference, District Convention, etc.
- ¶ International Event Information - Community Service and Awareness Week, International Convention, Circle K Week, Scholarship Application Deadline
- ¶ Membership Recruitment Quick Tips

Presidential Proclamation

- Whereas:** Circle K International, a collegiate service organization sponsored by Kiwanis International, is observing the week of (insert week in November) as Circle K International Week; and
- Whereas:** The members of the Circle K Club of (insert name) are part of an international organization of more than 11,000 college students dedicated to serve with purpose their school and community, seeking primacy to the human and spiritual rather than the material values of life; and
- Whereas:** They promote the development of student leaders, positive role models, intercultural understanding and cooperation, and opportunities for fellowship, personal growth and professional development; and
- Whereas:** Each member will contribute service hours to his or her school and community; and
- Whereas:** The Circle K International Service Initiative, Focusing on the Future: Children, is designed to involve Circle K members in the problems and issues facing children ages 6-13; and
- Whereas:** The service provided by the Circle K Club of (insert name) will have a positive impact on our community and citizens.
- Therefore:** I, (insert name), President of (insert name of school), do hereby proclaim the week of (insert week in November), 1999 as Circle K International Week, and hereby call upon the officials and students of the college thereof to render support to the members of this organization and make themselves aware of Circle K International, whose members this day are preparing themselves to be better, more responsible citizens as they provide meaningful service to our campus and community.
- In witness thereof, I have hereunto set my hand and caused a seal of (insert name) to be affixed , on this, the (insert date) day of (insert month) Nineteen Hundred and Ninety Nine.
- President (signature)

Instruction of using presidential proclamation

1. Complete the proclamation with school information.
2. Contact school president's office to arrange a meeting.
3. For meeting with the president, be prepared to discuss the mission of the Circle K International and how it benefits the campus and community. Also, highlight the activities the club and sponsoring Kiwanis club have planned for Circle K International week. If the president is going to sign the proclamation, s/he will want to see how this endorsement will benefit the campus.
4. Submit the proclamation as an advertisement to the campus and community newspapers or post it as a flyer on campus.

Letter to Faculty and Administrators

Use the following letter when writing to campus faculty members with the goal of getting more involved with campus activities.

Insert Date

Insert Name, Title

Insert Campus Address

Dear (insert faculty member's name):

On behalf of the (insert university name) Circle K Club on campus, I want to invite you to take advantage of the service our club offers the campus and community. Circle K International is the world's leading collegiate service organization with clubs around the world. Circle K International is sponsored by Kiwanis International and has a unified membership of more than 11,000 students on more than 550 campuses. Here on campus, our club has participated in many community service activities such as (insert events here).

Not only does our club want to become involved with the community, we also want to motivate other students on campus to accept responsibility for making the change in the world and becoming involved in the issues which our communities face.

Our club is looking forward to an active and productive year. We are committed to supporting our campus community and would like to assist the faculty and administration as needs for volunteers arise. If you need assistance with research, testing, field projects, recycling pick-up, ushers, tour guides, orientation assistants, or anything else, please contact me at (insert telephone number) to arrange a time we may discuss our Circle K club's involvement in your project.

Thank you for all you have done for the university. Your dedication is appreciated. Best of luck to you with the remainder of the semester.

Yours in Service,

(insert name), President

(insert name of university) Circle K Club

Instructions for using the faculty letter:

1. Fill in the blanks with names, club information and event information.
2. Compile names and campus addresses of faculty and administration.
3. Forward letters to all faculty and administrators soliciting feedback for club projects.
4. Perhaps follow-up with telephone calls to randomly selected faculty and administrators.

News Releases

News Releases are brief articles you write and submit to the local media. Three **news releases** are on pages 13-15 for your club's use. News releases should answer the questions: who, what, why, where, when, and how. The most important information should appear in the first paragraph. The first paragraph should be no more than 20 words. Write the remainder of the news release in descending order of importance.

- ¶ News writing is stark. Sentences and paragraphs should be short and everyday language must be used.
- ¶ Try to keep the news release to one page.
- ¶ Double check names, spellings, and numbers.
- ¶ Names make news. If important individuals will be at the event, mention it in the news release.
- ¶ Distribute news releases so that all media can use the story on the same day.
- ¶ Distribute news releases so they reach the news media on "light news days." Sunday is such a day.
- ¶ Place on letterhead with contact person's name and telephone number at top.
- ¶ Include the date and release time for the story Write a short headline which sums up the news release contents.
- ¶ Include photographs with advance and follow-up news releases. Identify all the essential facts in a caption which identifies the picture. People in the photograph should be identified from left to right with all names spelled correctly. Only quality photographs should be submitted. Black and white glossies are the best choice for publication.

Editorials Make a Point

Editorials provide the opportunity to present an opinion about a specific issue. Writing an editorial about a community need which your club is working with will generate interest, especially if it is written by a student. An editorial should be about 750 words and should be typewritten and double-spaced. Keep it simple using short words, sentences, and paragraphs. Be specific and use adjectives sparingly. Testimonials are excellent, because people can identify with them and always want to see how a story ends. Quotes and outside sources also are readable. Bring fresh opinions and meticulous facts to the issue. Include a short description of the author at the end. Call your local paper to learn the name of the Editorial Editor and the amount of advance notice required to submit an editorial in the paper.

Public Service Announcements

Public Service Announcements (PSA) are free 10, 20, 30, or 60 second radio and television/cable spots for use by public service organizations. Since there is strong competition for PSA spots, the quality and interest of contributed material will determine whether it is selected. Submit copy for a PSA to the station's program director as far in advance as possible. Copy preparation for a PSA is similar to preparation for a news release. When writing a PSA use short, upbeat sentences. Provide information about the program, ask for action by the listeners, and give specific instructions about where to go and when. A sample **PSA** is on page 16. If a radio or television station offers air time to your group, you may want to conduct interviews or round-table discussions on topics of community interest.

Just the Facts

Fact Sheets provide additional or background information which will help to orient the editor to Circle K. If space is available, some of this information may be used to expand the basic story in the news release. A general **fact sheet** about Circle K, like the one on page 17, can be attached to each of the specialized news releases you distribute to the media.

Media Advisories

Media Advisories are outlines that present your news in the form of itemized facts. Media advisories allow you to include more information than in a press release and also allow newspeople to write their own stories rather than edit yours. Once again, you should answer the questions: what, where, when, who, and how. You may do so in a fact-like format. On page 18 you will find a sample **media advisory**. Be sure to double check names, spellings, and number.

New Release

Date

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

For Immediate Release

CIRCLE K CLUB OF (INSERT UNIVERSITY) IS AT YOUR SERVICE!

The Circle K Club of (insert club name) is offering its services to the community, according to Club President (insert name). Last year, the club serviced the community through such activities as (insert activities).

(Insert president's name) said, "Our club would like to target our service efforts toward the most pertinent local needs. Therefore, we need the input of the community to decide what type of projects to plan." The club is willing to assist members of the campus and community as they try to make community and campus improvements. If members of the community need volunteers, they should contact: (insert name, address, telephone number, email information).

As a sponsored program of Kiwanis International, Circle K International is fortunate to have the resources of Kiwanians in the community to help foster an atmosphere of service.

Circle K International is the world's leading collegiate service organization with clubs in seven countries around the world. With a unified membership of more than 11,000 students on more than 500 campuses worldwide, Circle K prides itself on its unequalled community service and leadership development.

Instructions for using news releases:

1. Complete the news release with names, club information and event information.
2. Compile names of contact persons at local TV stations and newspapers. Attach a Circle K fact sheet to the news release and forward to local TV stations and newspapers four weeks prior to the event.
3. Follow-up with media each week until the event, to encourage publication of news release. Offer your assistance in providing further information.
4. Provide photographs if available.

News Release

Date

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

University President Declares (insert week in November) Circle K International Week!!

(Insert school name) President (insert name) announced this week that (insert week in November) 1999 will be Circle K International Week! This week is dedicated to promote the ideals of service and leadership that Circle K International exemplifies on our campus and within our community.

Circle K International is the world's leading collegiate service organization with club on more than 500 campuses worldwide. With a unified membership of more than 11,000 students, Circle K prides itself on its unequalled commitment to community service.

During Circle K International Week, the Circle K Club of (insert name) will sponsor the following events: (insert events)

Students and members of the community are invited to join in the spirit of service by participating with the Circle K Club of (insert name) during the (insert event name).

Circle K International is a sponsored program of Kiwanis International. The Circle K Club of (insert name) is sponsored by the Kiwanis Club of (insert name).

Instructions for using news releases:

1. Complete the news release with names, club information and event information.
2. Compile names of contact persons at local TV stations and newspapers. Attach a Circle K fact sheet to the news release and forward to local TV stations and newspapers four weeks prior to the event.
3. Follow-up with media each week until the event, to encourage publication of news release. Offer your assistance in providing further information.
4. Provide photographs if available.

News Release

Date

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

Collegians Attend International Convention

Members of the Circle K Club of (insert name) will be in San Diego, California, August 5-9, 2000 to represent their club at the 45th annual Circle K International Convention. Circle K members will join more than 1000 fellow members, Kiwanians, advisors and guests to celebrate the leadership, fellowship and service of Circle K International.

Circle K Club of (insert name) President (insert name) have announced that the following club members will be attending the International Convention as club representatives and delegates.

(Insert names of those attending)

The local representative were selected for their service to the campus and community. At the convention, club members will be electing International officers and voting on issues that will determine the direction and future of the organization.

Highlights of the convention include internationally known speakers and talent as well as educational workshops, individual and club competitions, general sessions, career-related activities, and service projects. These events are designed to motivate members to continue serving their communities and campuses.

With more than 11,000 members on more than 500 campuses around the globe, Circle K is the world's leading collegiate service organization maintaining ideals and objectives similar to its sponsor, Kiwanis International. The sponsor of the Circle K Club of (insert name) is the Kiwanis Club of (insert name).

Instructions for using news releases:

1. Complete the news release with names, club information and event information.
2. Compile names of contact persons at local TV stations and newspapers. Attach a Circle K fact sheet to the news release and forward to local TV stations and newspapers four weeks prior to the event.
3. Follow-up with media each week until the event, to encourage publication of news release. Offer your assistance in providing further information.
4. Provide photographs if available.

Public Service Announcement

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

The Circle K Club of (insert name) is at your service!

Have you been looking for some free help? Well, if you have a job which requires volunteers and will benefit the college campus or community in some way, the Circle K Club of (insert name) is willing to provide volunteers to assist you. Last year, the Circle K Club served the community through activities such as (insert list with brief description.)

Club President (insert name) said the club "would like to target service efforts toward the most pertinent local needs." The club needs the input of the community to decide where they can be most helpful. If members of the community need volunteers, they should contact (insert name) at (insert contact information, telephone, email, etc).

Circle K International is the world's leading collegiate service organization with more than 500 clubs worldwide. With a unified membership of more than 11,000 students, Circle K prides itself on its unequalled community service and leadership development.

Circle K International is a sponsored program of Kiwanis International. The Circle K Club of (insert name) is sponsored by the Kiwanis Club of (insert name).

Instructions for using the public service announcement:

1. Complete the public service announcement with names and club information.
2. Compile name of contact persons at local radio stations. Attach a Circle K International fact sheet to the public service announcement and forward to local radio stations to broadcast.
3. Follow-up with radio stations each week to encourage broadcasting of the public service announcement. Offer your assistance in providing further information.
4. When developing PSAs for specific events, they should be forwarded to the radio stations two weeks prior to the desired broadcast date.

Circle K International Fact Sheet

Circle K International Circle K International is college and university students who are responsible citizens and leaders with a lifelong commitment to community service worldwide. The world's leading collegiate service organization was officially recognized in 1955 and continues to be a sponsored program of Kiwanis International. Circle K clubs exist on more than 500 campuses worldwide. With a membership of more than 11,000 students, Circle K International is open to all students.

Circle K Club of (insert name) Chartered in (insert year), the Circle K Club of (insert name) has a current membership of (insert number) who actively participate in weekly meetings, service projects and fundraisers. The club meets regularly at (insert day and time) at (insert location).

Service Initiative While each club chooses its own service activities, Circle K International encourages each club to conduct Service Initiative projects throughout the year. *Focusing on the Future: Children* is the Service Initiative of Circle K International. This program dedicates itself to the education and involvement of clubs and members with the issues facing children 6-13 years of age. Through personal interaction and public awareness, Circle K members will enable children to develop the skills and ideals necessary to be successful.

Service Circle K Style The Circle K Club of (insert name) will be sponsoring (insert name and brief description of event) as one of its *Focusing on the Future: Children* Service Initiative projects.

Kiwanis International As a sponsored program of Kiwanis International, each Circle K club is sponsored by the local Kiwanis club. The Kiwanis Club of (insert name) sponsors the Circle K Club of (insert name).

Media Contact Information:

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

Instructions for using the Circle K fact sheet

1. Fill in the blanks with names, club information and event information.
2. Attach a fact sheet to each news release you forward to the media. It will supplement the information you are providing in the news release and public service announcements.

Circle K Media Advisory

Date

Contact Person

Address

City, State, Postal Code, Country

Telephone

Email

Who

The Circle K Club of (insert name) is a member of Circle K International, the world's leading collegiate service organization sponsored by Kiwanis International. More than 11,000 college students on more than 500 campuses worldwide are member of Circle K International and are dedicated to service, leadership and fellowship.

What:

(Insert name of university) President (insert name) has declared the week of (insert week in November), 1999 as Circle K International Week. The purpose of Circle K International Week is to expand awareness about Circle K's service commitment to the campus and community. During Circle K International Week, the students and members of the community are invited to participate in the following events: (insert a list of events with brief description)

Why:

(Insert the purpose of the event and what the club hopes to accomplish.)

When:

(Insert date and time)

Where:

(Insert location)

Instructions for using the media advisory:

1. Complete the media advisory with names, club information and event information.
2. Compile names of contact persons at local TV stations and newspapers. Attach a Circle K fact sheet with the media advisory and forward to the local TV stations and newspapers four weeks prior to event.
3. Follow-up with the media each week until the event to encourage the media to do a story. Offer your assistance in providing further information.
4. Provide photographs if available.

Action Stories

The primary purpose of the "Circle K Action" section of the magazine is to highlight successful project ideas performed by Circle K clubs and encourage clubs to tap into ideas that have proven successful for other clubs. The magazine cannot do this, though, without your help. CIRCLE K magazine depends on Circle K clubs to provide the information for this section of the magazine; therefore, your club should submit descriptions of service projects on a continual basis.

What project information should you submit to get your club's story published?

Include the project's title (if it has one), a description of the project, and the dates it was started and completed. In addition, include the name and location of your Circle K club along with the names, addresses, and telephone numbers of two contact persons (should the Magazine Staff need additional information).

Describe what motivated the club to do the project, how the project was promoted, the action that was taken, and the need fulfilled by the project. If the project was co-sponsored with other members of the K-family, discuss the nature of the co-sponsorship. Finally, outline the outcome of the project: total hours of service provided, number of members who participated, the amount of money raised and how it will be used, and, if possible, good quotes from some of the people involved--their thoughts on the project before, during, and after its completion.

Photographs

When submitting article ideas, it's important to include clearly focused, quality photographs, slides, or transparencies that "show" your Circle K club in action. Plan in advance of your club's project to have a member bring a camera to document your active service on film--color or black-and-white. Then, take "action" photographs rather than posed, "lineup" shots.

Publication of your story cannot be guaranteed; projects that are well-documented and include photographs have the greatest chance of being published. Due to the production schedule, a story cannot appear in the magazine until at least three months after it is received; therefore, information on service projects should be submitted immediately following the service project. Use the **Circle K Magazine Article Report Form** found on page 20 when writing an article.

Circle K Magazine Article Report Form

Share your club's success stories with all of Circle K International! The CIRCLE K Magazine staff is looking for stories about club achievements. In each issue, club projects and fundraisers are highlighted in the Circle K in Action section of the magazine.

If you have information about a club project, simply fill out the information below. Keep in mind that well-documented projects that include photographs have the greatest chance of being published. Include quotes from some of the people involved— their thoughts before, during and after the project. Please attach newspaper clippings, action photos rather than “lineup” shots and other materials to this form. Be sure to include the name and daytime telephone number of a contact person if additional information is needed.

Circle K Club of _____ District _____

Contact Person _____

Address _____

Telephone Number _____ Email Address _____

Type of Project _____

Date of Event _____ Location _____

Number of Circle K Club Members _____ Number of members involved in project _____

Total service hours performed _____ How long has the club been involved with the project? _____

If the project was a fundraiser, how much money was raised? _____

Please include a summary of the project and the work accomplished, specifying as many details as possible.

Mail this completed form and any additional information to:

CIRCLE K Magazine Editor
Kiwanis International Building
3636 Woodview Trace
Indianapolis, IN 46268-3196

This information can be emailed to the editor as well at: ckimagazine@kiwanis.org

A Checklist and Timeline

Utilize the **Event Promotion Planning Form** on page 23 to guide you through the steps to successful event promotion. The timeline your club develops for event promotion will vary according to the type of event you are having and the individuals involved in the project. For example, it may be possible to promote a speaker for a club meeting with only two weeks notice; however, your planning for a campus-wide Alcohol Awareness Week program may need to start six months to a year before the event. The more "publics" or groups you want to educate about a program, the more time you should allow for event promotion. In addition, it often is difficult to coordinate the efforts of more than one group; therefore, if your club is co-sponsoring an activity with other campus organizations or with your sponsoring Kiwanis club more time should be allotted for event promotion.

Use the following marker dates during event promotion:

6 Months Prior To Event

- ☞ Allocate money for event's promotion

3 Months Prior To Event

- ☞ Identify event's target audience(s)
- ☞ Determine message you want to present
- ☞ Determine the desired response to publicity effort
- ☞ Brainstorm and specify publicity and public relations strategies to be used

2 Months Prior To Event

- ☞ Compile a media resource list
- ☞ Invite faculty, administration and Kiwanis club to participate if applicable
- ☞ identify PR resources and solicit support
- ☞ Delegate responsibility

1 Month Prior To Event

- ☞ Submit news releases, media advisories, and fact sheets to media
- ☞ Invite media resources to cover a story
- ☞ Distribute major recruitment pieces (posters, flyers, newspaper ads, etc.)
- ☞ Invite campus photographers and videographers to participate and film event

3 Weeks Prior To Event

- ☞ Follow-up on news releases
- ☞ Continue distributing flyers, ads, and posters

2 Weeks Prior To Event

- ☞ Follow-up again on news releases
- ☞ Release public service announcements
- ☞ Distribute more posters and flyers
- ☞ Disseminate table tents
- ☞ Advertise in the newspaper

1 Week Prior To Event

- ☞ Follow-up with reporters who have expressed interest
- ☞ Follow-up with television and radio stations to see if they are sending a crew
- ☞ Finalize with photographers their responsibilities and locations that should be covered
- ☞ Distribute more posters and table tents
- ☞ Advertise in newspaper

Day Of Event

- ☞ Distribute Day of Event news release to newspapers
- ☞ Confirm needs of photographers
- ☞ Greet members of the media and escort them to the project
- ☞ Advertise in newspaper

Within Two Weeks After the Event

- ☞ Follow-up on Day of Event news release immediately (next day)

- ¶ Forward thank you's to the media and special participants for their involvement with the event
- ¶ Evaluate the success of the event's promotional efforts
- ¶ Read newspapers and watch TV. If there is an interesting story about one of the issues your club works with, call the reporter to discuss what your club is doing about the issue.

The Public Relations Event of the Year

You've heard it before, "Actions Speak Louder Than Words." The best way you can promote your Circle K club on campus and within the community is to allow students and members of the community to SEE you in action and involve them in the spirit of service. To do this, your club should periodically plan events which take place in a highly visible location on campus or which inspire students or members of the community to participate in the project. Another means to develop your club's profile is to establish an annual event which students, faculty, and administrators look forward to attending each year.

Event co-sponsorship is another strategy for public relations success. As your club plans service projects and educational programs, it should recruit other organizations to team-up and co-sponsor events. Co-sponsorship is an excellent means of introducing other students to the values of Circle K membership, expanding your service potential, learning about other organization's operation, and increasing student interaction with your club. Co-sponsorship could also be with your sponsoring Kiwanis club or a local Key Club. High profile events will build your Circle K club's image. Utilize such events to convey your Circle K club's mission to the community.

Such events might include:

- ¶ Assisting with MOVE-IN DAY AND ORIENTATION by helping direct traffic, carrying boxes, or operating an information table. Be sure to wear your membership pin and a CKI t-shirt to promote your Circle K club.
- ¶ Promoting HOMELESS AWARENESS by showing members of the campus community what it means to be homeless. Perhaps set up tents and cardboard boxes in a highly visible location on campus and sleep in them for a week. Team this awareness project with a food and clothing drive and invite students to donate canned goods or clothing to the homeless in your local area.
- ¶ Coordinating with the Environmental Studies Group a COMMUNITY CLEAN-UP DAY, in which you invite families, students, faculty, administrators, and local businesses to join in the day's activities. You could make presentations to elementary, junior high, and high school students prior to the event to discuss the environment and motivate them to help clean-up their community.
- ¶ Co-sponsoring with the Child Development Club a TOILETRY DRIVE, in which you collect toiletries to donate to shelters for battered women and children. After publicizing the event, you could go door to door on campus and within the community to collect donations, thus heightening awareness to a need and also getting the community involved.
- ¶ Assisting with or starting a CAMPUS ESCORT SERVICE, in which your club members provide escorts or safe rides to individuals who don't want to walk alone or are not capable of driving. Students will learn to expect that Circle K is available to help them out.
- ¶ Joining the ALCOHOL AWARENESS WEEK planning team to assist in coordinating events which educate and promote responsible alcohol use. Often the Alcohol Awareness Week planning committees involve representatives from many student organizations who join forces to provide a valuable community service to their campuses. Contact your student activities or student affairs office for more information.
- ¶ Sponsoring a MUD VOLLEYBALL TOURNAMENT in which you invite residence hall teams, student groups, faculty, administrators, and individuals to pay a registration fee and enter a team. The money raised could be donated to Special Olympics or some other worthy cause in the area. This type of event could become an annual Circle K sponsored event.
- ¶ Co-sponsoring with another club a HAUNTED HOUSE for faculty and administrators' children. Your club's name will become known among the faculty and administration ranks.
- ¶ Coordinating a CHILDREN'S ART FAIR in which children's artwork may be featured and children may be taught by local artists how to experiment with various art techniques. This type of event could be co-sponsored with a community artist's league.

Event Promotion Planning Form

Utilize this form to outline the strategies which will best enable you to promote your event. This should be the plan from which the vent promotion team works. Thorough consideration of audience, message to present and publicity strategies will enable your club to target its promotional efforts more effectively.

Title of event _____

Date and time of event _____

Event location _____

Money allocated for publicity \$ _____

Target audience(s)

What are the unique characteristics about your target audience that you must remember when developing publicity?

What message do you want to express to the target audience(s)?

Specify publicity strategies you would like to utilize.

Outline timeline for publicity production and implementation. Specify individuals responsible for each task.

Evaluate effectiveness of publicity.

What to Publicize

CIRCLE K INTERNATIONAL COMMUNITY SERVICE AND AWARENESS WEEK

Circle K Community Service and Awareness Week is the first full week in November and runs Sunday through Saturday. During Community Service and Awareness Week clubs throughout Circle K International donate their time and service efforts to promote the values of the Circle K International Service Initiative, *Focusing on the Future: Children*. Although clubs should promote the Service Initiative year-round, Community Service and Awareness Week provides CKI the opportunity to unify its commitment to service and promote program in their communities. A Service Initiative Kit can be ordered from the International Office.

CIRCLE K INTERNATIONAL SERVICE DAY

International Service Day is on the Saturday which concludes Community Service and Awareness Week. International Service Day is an opportunity for all members of Circle K International to join together and make an impact on the world by participating in a Service Initiative-related service project.

KIWANIS FAMILY MONTH

Kiwanis International has named the month of November Kiwanis Family Month. All members of the Kiwanis family are to celebrate together this month. Circle K clubs are encouraged to host a variety of events with it Kiwanis family counterparts, Key Club International, Builders Club, K-Kids and Kiwanis International. Events can include shared programs at meetings, fund raisers, service projects and socials.