

# How to . . .

## Produce a Newspaper Insert

A newspaper insert, or special section in your local newspaper, is an ideal project for Civitan Awareness Week or other special club event. It not only creates greater awareness of your Civitan club and its community involvement, but it may also serve to increase your club's membership and community support. Although newspapers differ, following are some general guidelines for producing a special section for your local newspaper:

1. Contact the local newspaper and ask who you should talk to about producing a newspaper insert. This person is usually the special sections editor or advertising manager.
2. Newspapers produce special sections because they generate advertising dollars. Depending on the newspaper, its staff may sell the advertisements for the special section, Civitans may be expected to sell the advertising, or a combination of staff and Civitans selling ad space could be the most effective.
3. If the newspaper staff is responsible for selling the advertisements, they will usually ask club members for advertising prospects who they may contact. If the club is responsible for selling advertisements, newspaper advertising executives are usually very helpful in providing club members with selling tips.
4. The newspaper staff will write the articles for the special section; however, reporters will need your help to identify good story ideas. Enclosed are a few sample press releases.
5. The newspaper will handle the design and layout of the special section; however, newspaper artists are usually open to ideas. Enclosed is a layout used by the Gahanna Civitan Club for Gahanna's Trash Drugs campaign.



# Sample Press Release

**FOR IMMEDIATE RELEASE**

**CONTACT: (Name and telephone number of contact)**

## **CIVITAN AWARENESS MONTH**

The \_\_\_\_\_ Civitan Club is joining Civitan clubs around the world in celebrating Civitan Awareness Month during April.

(Include details of specific club activities planned for Awareness Month.)

Awareness Month is designated as a time for clubs to honor the founding of the organization and promote awareness of Civitan's purpose and projects.

Civitan, an international community service organization, was founded in 1917 in Birmingham, Alabama. It began as a small group of men meeting weekly to discuss how they could improve their community, and has grown to over 32,000 men and women in nearly 1,200 clubs.

Civitan's purpose is to provide opportunities for personal and professional development while improving communities through service. On the international level, Civitan's major emphasis is towards helping people with mental retardation and developmental disabilities (MR/DD). Civitans fund the Civitan International Research Center, a research and treatment facility for MR/DD located at the University of Alabama at Birmingham.



# Sample Press Release

## FOR IMMEDIATE RELEASE

**CONTACT:** (Name and telephone number of contact)

## CIVITANS LFOR IMMEDIATE RELEASE

**CONTACT: (Name and telephone number of contact)**

## CANDY BOXES FUND LOCAL PROJECTS

You've probably seen the bright, blue, candy-filled boxes in restaurants and stores. You've probably even dropped in some change and taken a mint or two. But do you know where the money goes?

The Civitan Candy Box Project is a program of the \_\_\_\_\_ Civitan Club, a volunteer community service organization. Members of the club place and service the boxes to ensure that 100 percent of the net proceeds go to help people with developmental disabilities, locally and internationally.

The club keeps 25 percent of Candy Box proceeds to fund local projects such as \_\_\_\_\_ (list club projects supported by Candy Box funds).

The remaining 75 percent is sent to the Civitan International Foundation and supports the Foundation's \$1 million-a-year contribution to the Civitan International Research Center. The center, located at the University of Alabama at Birmingham, is a research and treatment facility for developmental disabilities.

The \_\_\_\_\_ Civitan Club is one of nearly 1,200 Civitan clubs worldwide. Its purpose is to offer members opportunities for personal and professional development while improving the community through community service.



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The \_\_\_\_\_ Civitan Club is one of nearly 1,200 Civitan clubs worldwide. Its purpose is to offer members opportunities for personal and professional development while improving the community through community service.

For more information, contact \_\_\_\_\_ (name) at \_\_\_\_\_ (telephone number).



# Sample Press Release

## FOR IMMEDIATE RELEASE

CONTACT: (Name and telephone number of contact)

### CIVITAN CLUB INSTALLS OFFICERS

The \_\_\_\_\_ Civitan Club installed its 1997-98 officers  
(CIVITAN CLUB NAME)  
on \_\_\_\_\_ . \_\_\_\_\_ conducted  
(DATE) (TITLE & NAME OF PERSON WHO INSTALLED OFFICERS)  
the installation ceremonies.

\_\_\_\_\_ was installed as president. \_\_\_\_\_ is  
(FIRST & LAST NAME OF PRESIDENT) (LAST NAME OF PRESIDENT)  
employed as \_\_\_\_\_ for \_\_\_\_\_. (May include additional  
(OCCUPATIONAL TITLE) (COMPANY)  
biographical information or a quote from the president regarding his installation.)

Other officers installed were: \_\_\_\_\_ as president-elect,  
(FIRST & LAST NAME OF PRESIDENT-ELECT)  
\_\_\_\_\_ as secretary, and \_\_\_\_\_ as  
(FIRST & LAST NAME OF SECRETARY) (FIRST & LAST NAME OF TREASURER)  
treasurer. The following people will serve as club directors: \_\_\_\_\_  
(FIRST & LAST NAME OF ALL BOARD OF DIRECTOR MEMBERS)

The \_\_\_\_\_ Civitan Club is one of nearly 1,200 Civitan clubs worldwide. Civitan's  
(CLUB NAME)  
purpose is to provide members with opportunities for personal and professional development while encour-  
aging community service. Projects of the Civitan Club include \_\_\_\_\_

On the international level, Civitan's major emphasis is towards helping people with mental retardation  
and developmental disabilities (MR/DD). Civitans fund the Civitan International Research Center, a research  
and treatment facility for MR/DD located at the University of Alabama at Birmingham. For more informa-  
tion about the \_\_\_\_\_ Civitan Club, call \_\_\_\_\_.  
(CLUB NAME) (NAME & TELEPHONE NUMBER)



# Sample Newspaper Insert Layout

Back

Cover

Join the Red Ribbon Celebration

Ad

Picture

Ad

Ad

Gahanna  
**Civitan Club**  
**Trash Drugs:  
Red Ribbon Campaign**  
Fri., Oct. 1 & Sat. Oct. 2

Picture

Not in My Gahanna

Civitan Trashes  
Drugs

Schedule of Events

Page 6

Page 7

Civitan Offers Opportunity

Picture

Ad

8 Ways to Say No

Ad

Civitan Ad

Civitan International Research Center

Ad

Ad

Proclamation

Ad

Page 2

Page 3

Civitan Creed

Picture

GLHS Seniors Provide Community Service

Living Drug Free

Ad

To Gahanna

Ad

Ad

Ad

Ad

Ad

Ad

Page 8

Page 9

School Policy on Drugs and Alcohol

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Page 4

Page 5

Honor Roll

Marijuana Use Declining

Picture

Picture

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Page 10

Page 11

Gahanna Parks Here to Serve You

Picture

Ad

Ad

Ad

Ad

Just Say No Update

Ad

Ad