



KIWANIS PUBLICATIONS

THE KIWANIS MAGAZINE

The most important form of communication within the Kiwanis family is the official publication. The first issue of Kiwanis' official publication appeared in February 1917. It was edited single-handedly by Allen S. Browne, one of the original founders of Kiwanis, and it exhibited the spirit and attitudes of Browne and the times. Published in a magazine format, the publication was called *The Kiwanis Club*.

Dissatisfaction with the publication developed early, and it had financial problems that seemed impossible to overcome. In fact, before the Providence Convention in 1918, the organization's leaders were informed by Browne that unless the \$2,500 in outstanding debts were assumed by Kiwanis, publication of the magazine would cease.

The magazine was one of the first and most important pieces of business to come before the Providence meeting. The publication became the responsibility of the organization's elected leadership by delegate action, and Roe Fulkerson was named the first editor. He was a firm believer in the continuing role of the official publication as set forth by the Board from the beginning. He was determined to provide Kiwanis-related material, but also had to include and reflect the reactions of the people. As first described by Roe Fulkerson: *"We are trying to teach something with this magazine. It is the point of contact*

between the International organization and the individual Kiwanian. It is the place where we can get over those ideals and ideas of Kiwanis to the individual. . . . And the one guiding thought that we all have in mind in this magazine is to make towns more worth living in and make people a little nicer and a little kinder." Fulkerson used these words to describe The Kiwanis Magazine at the 1923 International Convention in Atlanta, Georgia. Eighty-plus years later, those thoughts are echoed in Kiwanis magazine's mission statement. This mission is addressed in each issue of the Kiwanis magazine, filled with stories about Kiwanis activities and mailed to all Kiwanians around the world in several major languages. Today, nearly 300,000 copies are printed to cover its international circulation. From researching, writing, and editing stories; to designing pages and obtaining artwork and photography; to soliciting advertisements and maintaining circulation lists, the Publications Department develops Kiwanis International's official publication with its readers in mind.

THE KEYNOTER

A special publication for Key Club members was designed on May 1, 1946, and the first issue of the Keynoter magazine was mailed. As the organization's official publication, its goal was clearly established. Key Clubbers needed news, announcements of activities, administrative details, and articles of general interest to each member. The

KEYNOTER was the answer to this need and continues in the same tradition, although its format and size have changed to reflect the changing of the times.

THE CIRCLE K MAGAZINE

In 1956, John L. McGehee, public relations director of Kiwanis International, was in charge of editing what was known as The Bulletin of CIRCLE K International. The first issue of the CIRCLE K magazine was published in January of 1956. The cover read: Welcome to the International Family, Kiwanis International and Key Club International welcome a newcomer to the International family field—Circle K International which fills a vital need at the college level.

Official publications in all branches of the Kiwanis Family prove to be as important as fellowship in Kiwanis worldwide. Without these magazines, communication will falter, and the public would not be kept up to date of happenings within the International organization. The success of the KIWANIS magazine corresponds with the success story of Kiwanis.

E-ZINES

Kiwanis International ventured into the communication realm of Internet-delivered e-zines in September 2004 with the debuts of KEYNOTER v 2.0 and CIRCLE KZINE for Key Club and Circle K members, respectively. The electronic publications complemented the organizations' printed publications and reported on the service and leadership activities of the clubs and members.

In July 2005, Kiwanis International officially introduced KIWANIS CONNECTED to its worldwide membership. As a complement to the printed KIWANIS magazine, the online periodical became the second communication bridge between the individual member and Kiwanis International, and its interactive capabilities, via such activities as polls and surveys, opened a two-way channel of

communication for Kiwanis members.

WEB SITES

In 1994, Kiwanis International launched its first Web site at www.kiwanis.org. The site remains at the same address, but has been joined by more than 10 other domains, including sites for the Kiwanis International Foundation, Circle K International, Key Club International, Builders Club, K-Kids, and Aktion Club. The sites offer an ever-present source of Kiwanis material, news, and communication—accessible any time of the day, every day, and from anywhere in the Kiwanis world.

BUILDERS BLOC

A new Kiwanis International publication arrived in April 2004 and was delivered to Builders Club members. The inaugural issue was titled simply "Builders Club Magazine," but subsequent volumes carried the name BUILDERS BLOC, along with examples of club service activities, contests, puzzles, and information for Kiwanis and faculty advisers, as well as introductions to the Kiwanis family for parents.

K-KIDZONE

Kiwanis International's first K-Kids publication had no name, other than a temporary label of "K-Kids Magazine"; so, the April 2004 debut edition conducted a name contest. The result was K-KIDZONE, which was inspired by the K-Kids Club of Coosa Elementary School in Beaufort, South Carolina. The publication featured stories about club service events, members' essays about voluntarism; leadership, and citizenship; contests and puzzles; and helpful information for club advisers and members' parents.

Source: *Dimensions of Service, The Kiwanis Story* by L.A. "Larry" Hapgood.