

Lions In The News

Lions clubs around the world are providing assistance to the survivors of Hurricane Katrina. Please inform your local media about your club's relief efforts. Following are some tips for working with your local media:

“The Do’s and Don’ts”

Do’s:

- Stress the need that will be filled by your activity when contacting newspapers or electronic media.
- Tell the media what you are going to be doing rather what you have already done.
- Offer the media opportunities for visuals-40 people packing boxes, loading trunks or assembling building supplies.
- Have Lions logos or volunteers wearing Lions vest, hats or shirts prominent in photos but keep the attention on the needs and the results.
- Talk in terms of people assisted. Explain how what you are sending or doing will impact individuals or families. For example, tell how many people will be helped-enough water bottles will be provided to give 1,000 people 8 bottles of clean water-rather than that you are shipping 100 cases of bottled water.
- Keep a list of the names and contact information for people and families helped and their response to the help so you can provide the media with human-interest stories.
- Contact your local Red Cross or other relief agency and ask what they need now. Read the newspapers and check online about what is needed. Check the [Help Link](#) to see what Lions in affected communities need.
- Emphasize that this is a community activity and tell how community members, both Lions and non-Lions, can or have participated.
- Take photos of club activities both at home and when materials are delivered. Take photos of the area where supplies are being delivered. If possible, take photos of individuals receiving assistance. Send photos to pr@lionsclubs.org.
- Contact the media again after your assistance has been delivered to tell and show how supplies are being used. Provide action photos no posed photos of Lions members.
- Encourage members who are delivering assistance to offer their eye-witness reports on what they saw. Have them write down what they are told about conditions and needs by relief workers on site so they can relay this information to your local media.
- When media cover your local relief efforts, also tell them briefly about what LCIF and other clubs around the world are doing. For up-to-date information, see www.lions-katrina.org.

Don'ts:

- **Don't** concentrate on your own club when approaching the media; instead, concentrate on the needs of those impacted by the hurricane and what will result or has resulted from your club's activity. Talk about your club later, but the story that will interest the media is the relief efforts.
- **Don't** go to your media only once. Even if the media don't cover the story when you are preparing to send assistance, contact them again with follow up about where assistance was received and how that assistance affected survivors.
- **Don't** concentrate on major national or major daily papers. Unless you have a very unusual or visual story, concentrate on local media, which are more likely to cover your story.

Lions Make News

Below, are examples of clubs that have generated local publicity for their important relief activities:

- The Palladium-Item Newspaper and the newspaper's Web site ran stories about the Liberty Lions in Indiana partnering with Lions in Alabama to provide much needed supplies to Alabama residents. Liberty Lions members collected a truckload of food, clothing, bottled water, baby supplies and toilet paper which they shipped to Lions in Alabama who are using an old Sam's Club as a staging area for relief efforts. The daily newspaper and Web site serve readers in both Ohio and Indiana, providing great publicity about local Lion's activities. The fact that Indiana Lions teamed with Lions in Alabama helped interest the media in the story.
- The Kennebec Journal in Augusta, Maine, informed readers that Lions in Maine were planning to fill a tractor-trailer full of relief supplies. It provided information about the date and place of Lions' collection, which helped the club in their collection efforts and also spread the word about how local Lions are fulfilling community needs. Within the story, club members also provided general information about Lions Clubs International and other club projects.
- When Bainbridge and Donalsonville Lions clubs and the Bainbridge High School Leo Club in Georgia held a relief collection at an area Home Depot, they informed the local media of the scheduled collection. A story with accompanying photos was published in the Post-Searchlight Newspaper. Local residents were not only made aware of an opportunity to get assist evacuees, but they also learned what Lions were doing to help those affected by the hurricane.

The Pawcatuck Lions in Rhode Island contacted the Westerly Sun Newspaper about LCIF's grant donations. The newspaper included information about how local residents could contribute to LCIF and provided background on how LCIF assists in times of disaster.

http://www.lionsclubs.org/JA/katrina/public_relations.shtml

Latest News

Area man returns from trip to deliver hurricane relief

BY TONIA PYLE/Staff Writer

LIBERTY -- Darrell Richardson of Liberty returned Saturday from a trip to deliver aid to the displaced victims of Hurricane Katrina. The goods were provided through the combined efforts of Lions Club member Carl Sharp, the Southeastern Indiana's Lions and Liberty Bell.

Although he was planning to be back Friday, his trip took a slight detour, he said.

Richardson arrived in Mobile, Ala., on Thursday with a trailer filled by Liberty church members and residents with money and various nonperishable items, including toothpaste, toothbrushes, baby formula, sleeping bags, toys, stuffed animals for children and more.

The Lions Club of Clermont, Ind., donated \$800, Richardson said.

"We have used the majority of the funds collected to purchase entire skids of needed goods such as water, juice, protein shakes, snacks, diaper, Depends, towels and etc., at well below wholesale prices thanks to the generosity of a local merchant who is matching our purchases," Sharp said, referring to Liberty Bell. "I would like to point out that Darrell is donating his time and his truck for this trip."

Richardson said at his first stop, the only need was for food, so he continued to drive through Mobile to the Southern Baptist Relief site in Pascagoula, Miss., about 30 miles on down the road.

He said he took the remaining items to a Methodist church relief drop site, but due to the lack of manpower to unload the truck, he headed back to a warehouse in Mobile.

Richardson's trip took him to within two miles from the Gulf shore, where he said signs of water 20 to 25 feet high were visible on buildings.

Sharp expressed his appreciation for the generosity of donors and said people should keep in mind that this will be an ongoing effort.

"He saw people in dire straits," Sharp said.

"It was rough," Richardson said.

http://www.connersvillein.com/articles/2005/09/12/latest_news/news03.txt

The second article on this same Lions Club project was a major story for the Palladium Item of Richmond on September 8.

September 8, 2005

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Liberty Lions club partners with those in Alabama

Pam Tharp

Special to Palladium-Item

Pam Tharp

Correspondent

Rural Alabama hurricane victims will get some help this week from rural Hoosiers, thanks to area Lions Club members and their communities.

A truck loaded with food, clothing, bottled water, baby supplies, toilet paper should have arrived this morning in Mobile, Ala.

Lions Clubs in Alabama are using an old Sam's Club warehouse there to use as a staging area for relief efforts on behalf of rural Alabama residents, Liberty Lions Club member Carl Sharp said.

"What we've collected is going to little small towns like ours where no one has shown up yet to help them," Sharp said.

Union County trucker Darrell Richardson Jr. approached Sharp late last week, asking if the Lions Club could fill a truck if he provided one, Sharp said.

Richardson volunteered his semi-tractor and his time to transport the load. East Fork Trucking Company of Liberty provided the 53-foot semi-trailer. Richardson's employer, Fraley and Schilling Inc. of Rushville, gave Richardson the unpaid time-off to take the load.

Liberty Bell Wholesale owner Andy Pitcher Sr. originally agreed to match all the items donated, but then increased his assistance to a 2-1 match, with Liberty Bell providing items well below cost for the project so the trailer would be full, Sharp said.

Pitcher said he usually focuses his donations on local needs, but this disaster demands help from everyone.

"I didn't know how to help and then Carl called and it was an answer to prayer. I almost cried to see those people with nothing. We have no idea what they're going through. This was something we could do," Pitcher said.

Sharp contacted Lions Clubs in District 25-F for help with the project and they responded, as did many in Union County, he said. Centerville Lions Club sent both a check and workers to help sort and pack items, Sharp said. Brookville Lions also sent workers.

The relief movement began Friday with no publicity beyond word-of-mouth and a few signs around Liberty, Sharp said.

"The community has been wonderful. I can't tell you the number of people who asked what we needed and went and bought it," Sharp said.

The trailer was full, but not enough money was raised for the diesel fuel needed to haul it, Sharp said. Contributions are still needed so Richardson can be reimbursed for the fuel costs, he said.

To help

To help with the Lions Club's hurricane relief project, send donations to: Liberty Lions Club treasurer Art Redinger, 101 Maple Court, Liberty, Ind. 47353
Contributions may also be left at the Carl Sharp/State Farm Insurance, 27 W. Union St., Liberty, Ind. n Checks should be made payable to Liberty Lions Club, with hurricane relief noted on the memo line.

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LCIF/Lions Aiding Victims of Katrina

Lions and LCIF are helping victims of Hurricane Katrina on a grand scale. Lions in the affected areas are staffing shelters and collecting funds, food and supplies. Lions elsewhere are donating money to LCIF and gathering supplies. LCIF has committed US\$270,000 so far for hurricane relief and is coordinating the relief effort.

LCIF awarded a US\$200,000 Major Catastrophe Grant within days of the disaster. LCIF is focusing its short-term relief in three areas: 1.) providing shelters with unmet substantial needs such as food, clothing, personal hygiene items and bedding, 2.) offering health services such as eyeglass distribution, and 3.) meeting needs of Lions camps and facilities housing victims of the disaster.

LCIF also has awarded seven US\$10,000 Emergency Grants for Lions in the affected areas to issue vouchers for food, water and clothing to hurricane victims.

LCIF has set up a [designated fund](#) for Lions and others who wish to help the hurricane victims. LCIF's normal policy is that Melvin Jones Fellowship (MJF) recognition is not allowed for designated donations. To encourage donations for Katrina victims, the LCIF Board of Trustees has amended this policy. Donations sent to LCIF for Hurricane Katrina relief from Aug. 29 to Nov. 30, 2005 (postmarked by Nov. 30), are eligible for MJF recognition. To count toward an MJF, the donation must be a single US\$1,000 payment from a donor. The Melvin Jones Fellow does not have to be named when the donation is made.

LCIF Chairperson Clement Kusiak has appointed a [steering committee](#) of four leading Lions from the four states most affected by the tragedy to serve as liaisons between LCIF, Lions in the disaster areas and Lions who want to help. LCIF also has set up a Web-based [Help Link](#) to connect Lions who want to volunteer time or donate goods with Lions in the affected areas who are staffing shelters or otherwise helping victims.