



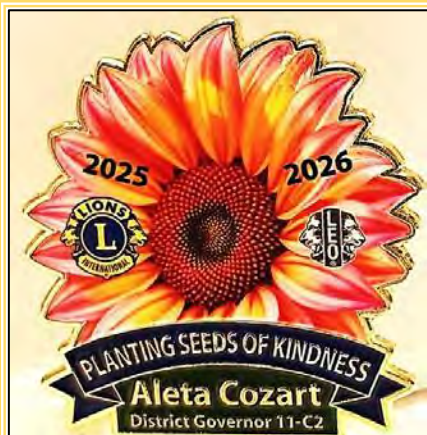
July 2025

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



From the desk of the Governor



2024-2025 District Officers

Governor: Lion Aleta Cozart
1st Vice Gov.: Lion Kenny Kinsey
2nd Vice Gov.: Lion Chuck Vasilion
Secretary: Lion Denise Temple
Treasurer: Lion Robert Phillips
IPDG: Lion Carl Cozart

2024-2025 Zone Chairs

R1-Z1: Lion David Grimes
R1-Z2: Lion Jody Sivyer
R2-Z1: Lion Blaine Lafler
R2-Z2: Lion Curtis Sonnenberg
R3-Z1: TBA
R3-Z2: Lion Eileen Delaney
R4-Z1: Lion Chrissy Andre



DG Aleta Cozart 989-277-2833
gonehunting35@yahoo.com

I want to welcome everyone back to a new year of Lionism! My theme this year is **"Planting Seeds of Kindness."** I believe that throughout our time together we should try to be kind to one another -- because kindness really does matter.

I trust that we can have a lot of fun this year while we accomplish as much service as we can. Those that know me, also know I like a good laugh.

I need to introduce my fabulous district cabinet this year: First Vice District Governor Kenny Kinsey, Second Vice District Governor Charles Vasilion, Cabinet Secretary Denise Temple, Cabinet Treasurer Robert Phillips, and Immediate Past District Governor Carl Cozart. Zone Chairs are *Region 1, Zone 1* David Grimes, *Region 1, Zone 2* Jody Sivyer, *Region 2, Zone 1* Blaine Lafler, *Region 2, Zone 2* Curtis Sonnenberg, *Region 3, Zone 1* TBA, *Region 3, Zone 2* Eileen Delaney, and *Region 4, Zone 1* Chrissy Andre.

The first District Cabinet meeting will be held on Saturday, August 23, at 10 AM. It will be a breakfast held at the Main Street Cafe, 205 N. Clinton Ave., St. Johns, with a cost yet to be determined.

I am still working third shift currently (8 PM–6 AM), so evening meetings are difficult for me to plan. The best way to contact me is to text me 989-277-2833. Usually, my phone does not bother me when I am sleeping, and I will respond when I wake. You can always email me: gonehunting35@yahoo.com, although I might not always see an email as quickly as I will see a text. Since I am usually viewing email on my phone, sometimes the view is limited. Please always know, I am busy, so sometimes I forget. Don't hesitate to send me another text or email if I don't respond. I also look forward to meeting everyone I can!

Contents:

- Lions Club News from Around the District
- Upcoming Lions Events and Programs
- Preview of the 2025 Lions International Convention
- Lions USA Information
- Podcast Interview Strategies for Success
- and much more!

Places of Interest:

[Lion PRIDE State Magazine](#)
[District Web Site](#)
[Past District Newsletters](#)
[Lions of Michigan Foundation](#)
[Lions of Michigan](#)
[Lions Clubs International](#)
[Lions of Michigan YouTube Channel](#)

Bit of Wisdom





District 11-C2 Cabinet Meeting

Don't miss our first District Cabinet meeting of the 2025-2026 year! It will be held on Saturday, August 23, at 10 AM. There will be a breakfast served, with a cost yet to be determined. It will be at the Main Street Cafe, 205 N. Clinton Ave., in downtown St. Johns. RSVP ASAP to Cabinet Secretary Lion Denise Temple at tsjellyboo@aol.com.



Dewitt Lions Club

Besides enjoying good food and camaraderie, PDG Karen Routson, inducted the newest DeWitt member Mark Helinski into Lionism. His sponsor Lion Jeff Routson is from the Mason Lions Club, so President Lion Tom Doyle will also serve as guiding cosponsor. Pictured L-R Lions Jeff Routson, Mark Helinski, Karen Routson, and Tom Doyle.

**Around the
District**



Grand Ledge Lions Club

Saturday, April 5 marked a change from past Grand Ledge Lions Club highway cleanup efforts along a two mile stretch of M-43. For the first time in decades, the club performed the task on a weekend. Lions Kirk Bennett, Corey Elder, Ray Kremsreiter, Becky Theis, and Chuck & Lisa Wriska spent several hours on the job. They collected nearly 20 bags of litter. All of these volunteers, except Ray were first-time volunteers. Their efforts were coordinated by Highway Cleanup chair and 1st vice-president Dick Sena.

Holt Lions Club

At a recent meeting, Council Chair Terri Huffman presented PDG Ray Robbins with a Progressive Melvin Jones Fellowship Award. CC Terri Huffman had intended to present it to him at the Lions of Michigan State Convention in Bay City in May. However, he had asked and was told that they didn't need him for any IT stuff on Saturday, so for the first time in many years he left the Convention early and wasn't there Saturday night for the awards ceremonies.



Holt Lions Club

The Holt Lions presented their Lion of the Year award to Lion Ken O'Hara, Club Treasurer and Committee Chair of their Texas Hold'em events. Lion Ken is a quiet hard worker who makes sure everything gets done and gets done right. In addition to that they gave Lion Ken the Lions of Michigan Foundation John Noel Fellowship Award. . At the same meeting, Lion Chris Kloecker received the Melvin Jones Fellowship Award from the Holt Lions Club.

Around the District



DeWitt Lions Club

At the June 24th meeting at Riverside Park, DeWitt Club President Tom Doyle presented a Melvin Jones Fellowship to Lion Deborah Ann Stuart.



Elsie Lions & Lioness Club Events



Ovid-Elsie Student Sierra Snider received a \$300 check to attend Herter Band Camp.



Elsie Lions hosted a Red Cross Blood Drive back in April.



President Lion Dennis Long presented Elsie Legion Post Commander Brian Valentine a \$500 check for Roof Repairs to the Legion Hall. L-R Lion John Shipley, Brian Valentine and Lion Dennis Long.



Ovid-Elsie Lioness sold Sno-Cones at the Ovid-Elsie Middle School Track & Field Day in May, serving 900 + kids!

Around the District



PDG Brent Beracy installed new Officers for the Elsie Lions Club on May 12th.





Owosso Lions Club

As our '24-'25 Lion Year comes to a close, Owosso reflected on the growth within their Club. They have added new service projects and expanded existing ones. They have added new Club members who joined excited for the opportunity to make a difference in the community. Each year Club members vote for a "Lion of the Year." The "Lion of the Year" award is a recognition given by Lions Clubs to members who demonstrate exceptional service and commitment to the principles of Lionism within their club and community. They are proud to announce this year's recipient is Lion Jody Sivyer! Congratulations and thank you for supporting Lionism in our community.

Around the District



Holt Lions Club

A group photo of their incoming Board of Directors for 2025-2026.

Holt Lions Club

Lion Chris Kloecker received notice of being awarded a Melvin Jones Fellowship from the Holt Lions Club. Plaque and pin have not arrived yet. "Checks in the Mail?"



Owosso Lions Club

Owosso Lions served a delicious hot breakfast one recent morning at St. John's United Church of Christ of Owosso. Breakfast is served by various community groups every Saturday at 8 AM without cost for anyone who would like to attend.



FROM THE GRAND LEDGE LIONS CLUB

Week after week, you show up—and we see you. To all the incredible volunteers who dedicate their time and energy to support the Grand Ledge Lions Club, thank you. Your efforts help us raise vital funds that make a real difference in our community. Whether you're setting up, serving, or supporting behind the scenes, you're the heartbeat of everything we do.



Mason Lions Club

The Mason Lions Club has generously donated 12 beautiful picnic tables for Aurelius Township's new pavilion. A special shout out to Lion Dave Scutt for heading up this project!



Around the District



**LIONS CLUBS
INTERNATIONAL**





St. Johns Lions Club

St. Johns Lions Club members had fun at Culver's of DeWitt for their "Share Night" fundraiser. Thank you to the servers: Lions Pauline Baert, LuAnn Cannell, Kim Chapko, Bob & Gwyn Jansen, and Bonnie Smith, and to their onsite coordinator, Lion Cheryl Hickey. Thank you also to the other Lions Club members who showed up with their family and friends to support this fundraiser



Bretton Woods Lions Club

At the last meeting of this fiscal year, Bretton Woods Lions Club received a number of awards over the past year, a Club Excellence Award ('23-24 Club President Bernie Schneider accepting), a Certificate of Appreciation for eyeglass recycling (shown here, '24-25 Club President Curtis Sonnenberg accepting), and Lion & Past President David Grimes accepted an International President's Certificate of Appreciation for his work in the area of sight & hearing.



Around
the District



Mason Lions Club

The Mason Lions Club celebrated the end of a great service year (and the start of their 80th year in Mason) at their annual picnic. PCC Brian Shepard inducted new officers, President Jenni Jordan awarded Jeff Routson the Lion of the Year, and the club honored President Jenni Jordan with a Charles Weir Fellowship from Eversight.



Grand Ledge Lions Club

It was a beautiful day for the Grand Ledge Lions Annual Picnic — and what a great success it was!



Lions Club of Durand

The Durand Lions made a donation to Boy Scouts Troup 84, under the leadership of scoutmaster Amanda Cross, for their help once again with trash pickup at this years Durand Railroad Days event.



Around
the District



Holt Lions Club

On Thursday, June 5, 2025, the Holt Lions Club welcomed staff and Varsity Coaches and one Senior Varsity Athlete from each sport to the Holt Lions Club Sports Night Banquet. For 52 years, the Holt Lions Club has hosted this event so the coaches could recognize one senior for being the unsung hero of the team. They don't have to be the best player, scorer or fastest. They are recognized for contributing to the team and the sport they are part of. Several coaches during the evening agreed to the statement that has been made before, this is the highest-level award that a Holt Coach can give to the athlete. Superintendent of Schools David Hornack spoke about the work of the coach and the students to be successful. Athletics Director Chris Bishop carried on and then had the coaches introduce their students.



Bath Township Lions Club

The Bath Township Lions recently celebrated their 54th Anniversary. They were honored to have their 2025 Scholarship winner Jordyn Lira and her Mom there to join them.

Around the District

Lions Club of Durand

The newest Durand Lion Linda Slusher, is shown here with her sponsor PDG Lloyd Kilbreath and Durand club president Lew Deisler.



READ ALL ABOUT IT – ONLINE!

Please be aware that starting with the June 2025 issue of the State Magazine ***Lion Pride*** availability (paid for by part of your State dues) is now by online access only. It will not be printed, mailed or e-mailed. This decision has been made due to the rising cost of publishing and postage. For your full color .pdf version, please access the ***Pride*** online through the www.lionsofmi.com website.

However, our Lions of Michigan District 11-C2 plans to continue to e-mail its monthly newsletter to all Lions in the district with a valid e-mail address. For additions or corrections to e-mail addresses, e-mail our editor at dougklein@usa.net. The district newsletter is also available online at [District Newsletters](http://District%20Newsletters) or <http://www.e-district.org/sites/11c2/page-6.php>.

UPCOMING LIONS OF MICHIGAN EVENTS

July 13-17 2025
LCI International Convention
Orlando, Florida

December 5-6, 2025
3rd Council of Governors Meeting
Mount Pleasant, MI

August 1-2, 2025
1st Council of Governors Meeting
LMF Hall of Fame Dinner

February 27-28, 2026
Lions Michigan Form
Kalamazoo Delta Hotel

September 18-20, 2025
Strides Walk
USA/Canada Forum
Atlantic City, NJ

May 14-16, 2026
MD11 Lions Convention,
Shanty Creek Resort, Bellaire

October 3-4, 2025
2nd Council of Governors Meeting

July 3-7, 2026
LCI Convention
Hong Kong China

November 6-9, 2025 – NEW!
Emerging Lions Institute
MacMullen Center, Roscommon

September 3 - 5, 2026
USA/Canada Forum
Memphis, TN

Check Lions of Michigan website for updates & additional information:

www.lionsofmi.com



News from Lions Bear Lake Camp:

TUNE IN DETROIT



We are excited to share some incredible news—Lions Bear Lake Camp was recently featured on The Balancing Act Local Edition! This opportunity allowed us to showcase the heart of our camp and highlight the life-changing experiences we provide for campers of all abilities.

For those unfamiliar, The Balancing Act Local Edition brings inspiring stories to communities across the country. Our segment, which aired on WMYD-MyNetwork Detroit, shined a light on our mission to create an inclusive, empowering, adventure-filled environment where campers can build confidence, develop leadership skills, and gain independence.

At Lions Bear Lake Camp, we believe that adventure is for everyone. With universally accessible facilities and tailored programs, we ensure every camper has the chance to explore the outdoors, challenge themselves, and create lasting friendships in a supportive and welcoming space.

If you missed our feature, don't worry! You can watch it now by scanning the QR code. Stay connected with us on social media, where we'll be sharing highlights from the show!

A huge thank you to The Balancing Act Local Edition for helping us spread the word about the impact of Lions Bear Lake Camp. We are proud to share our story and can't wait for even more families and supporters to discover the magic that happens here.

The **BalancingAct**
Local Edition



  @THEBALANCINGACTLOCALEDITION #THEBALANCINGACTLOCALEDITION





LionsUSA is a nonprofit organization dedicated to fostering a vibrant and inclusive network of Lions Clubs across Constitutional Area 1 (United States and our Affiliates). Our mission is centered on sustaining and growing membership, empowering leadership, and enabling impactful humanitarian services.

Inspiring Lions to serve and lead with integrity, conviction and compassion.

Encourage fun, camaraderie, fellowship and family as we grow and serve.

Every Lion member in the U.S. and affiliates is a LionsUSA member at no cost.

Organizational Overview

- **Legal structure:** 501(c)(3) nonprofit organization

Short-Term Goals (1-3 Years):

1. Increase membership by 10% annually across all clubs in Constitutional Area 1.
2. Launch three new leadership development programs targeting emerging leaders.
3. Facilitate at least 100 new humanitarian service projects within the next three years.
4. Establish robust communication channels to enhance member engagement and collaboration.

Long-Term Goals (5-10 Years):

1. Double the membership base across all clubs.
2. Develop a comprehensive LionsUSA service framework to address key community needs.
3. Secure sustainable funding streams to support long-term projects and initiatives.
4. Foster a culture of innovation and adaptability among Lions leaders.

"United in Service, Empowering Communities - LionsUSA"

info@LionsUSA.org

Facebook: LionsUSA

www.lionsvirtual.org AND YouTube: LionsVirtual



SAVE THE DATE!



DISTRICT 11-C2 EVERSIGHT TOUR

October 11, 2025

Time: 10am

3985 Research Park Drive
Ann Arbor, MI 48108

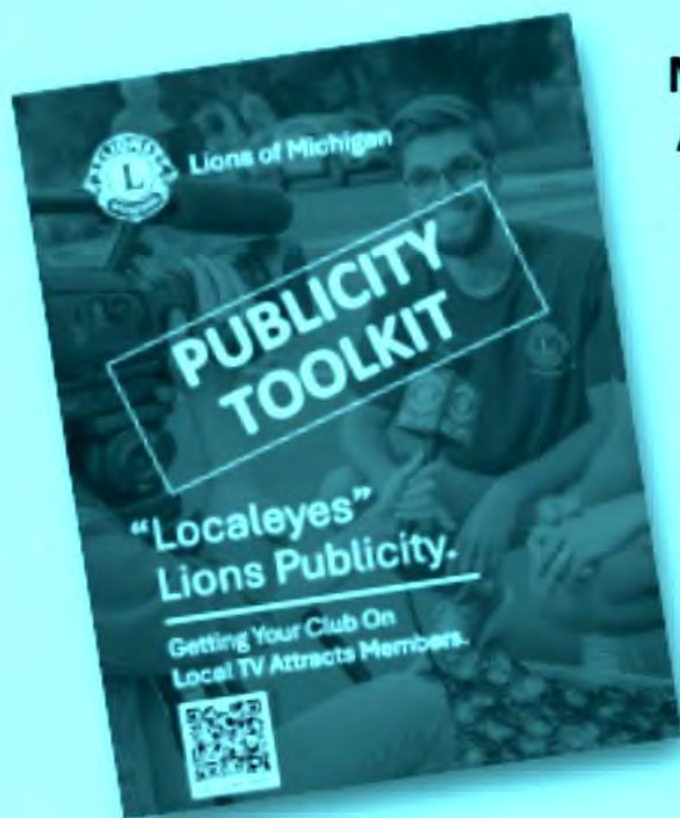
More information to come

RSVP to PDG Kurt Stromlund
stromlund@comcast.net or
810-923-4252

 **Eversight**
making vision a reality



Lion Lloyd Kilbreath asked us to pass along that July 8th and 9th are the zoo days at Potters Park. Project KidSight is still looking for help to cover all of the timeslots. To sign up (or if you haven't been trained on the machine to do the screening and want to be) please call Lion Lloyd at 989-413-2054. The training is not difficult, but the paperwork is especially important!



**Michigan Lions –
Assemble your own
publicity toolkit to
help put more of
your club’s service
on local TV.**



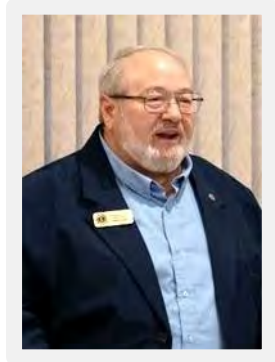
<https://rb.gy/2djy85>

We’re getting you started with “Localeyes” folders and files on Google Drive. Go to <https://rb.gy/2djy85> or scan the QR code and then get ready to download a lot of great publicity resources. Add more of your own files in the future by clipping new resources you find useful and putting them in your toolkit.

Here's what you have on the “Localeyes” Google Drive already:

- Introduction, overview, and info on how to organize your toolkit
- Media lists for Michigan television stations, e-mails, and more
- How to use talking points and examples for many Lions services
- News release templates, service project copy, and actual examples
- Samples of actual TV news spots, social media, and other materials
- Public relations and marketing articles on a wide variety of topics
- Miscellaneous resources from Lions Clubs International and more
- Lions graphics and AI photos – keep your memes and logos here

Now with two new sections on Lions Spokesperson Coaching and B-Roll Support!



Lion Doug Klein has been accepted to give a presentation at the 2025 Lions International Convention in Orlando, Florida. He is excited to share his experiences with his fellow Lions from around the world.

Presentation Details

Date: Monday, July 14

Presentation Time: 2:15 PM

LionsWorld Stage



Presentation Title

Localeyes: Getting Your Lions Service
on Local TV to Attract Members

Presentation Description

Boost your club's visibility and attract new members by mastering the art of local television publicity. This session provides a practical guide to crafting compelling stories about your service activities and effectively engaging with local news media.



NEED HELP MANAGING DIABETES?

Attend a free 6-week workshop

Diabetes PATH (Personal Action Toward Health) is an interactive workshop designed to help individuals with diabetes or pre-diabetes improve their health and feel better. caregivers are welcome to attend.

Get on the PATH to better health!

Learn how to:

- Eat healthy
- create balanced meal plans
- Decrease stress
- Get physically active
- Balance your blood sugar
- Improve communication skills
- Problem solve and make decisions
- Deal with difficult emotions
- Prevent complications
- Action plan
- Improve your overall health, increase your energy, and more!



UPCOMING WORKSHOPS

St. Luke Lutheran Church
5S89 Van Atta Rd. - Haslett
Wednesdays, July 16-Aug. 20, 2025
9:30 am-12 noon



UM Health-Sparrow Lansing Health Center
2909 E. Grand River Ave. - Lansing
Meet in the 3rd floor Conference Room
Wednesdays, Aug. 6 - Sept. 10, 2025
1:30 - 4:00pm

Workshop is free of charge, but donations accepted.
Partial funding provided by Lions Club International. **!DI**

To register, call Tri-County Office on Aging at 517-887-1465 or email
histedc@tcoa.org

for a full schedule visit: [http://YM.W.ICDa.Oljl/das.e5!YIden<M>a"!tPicerarns/](http://YM.W.ICDa.Oljl/das.e5!YIden<M>a)



Workshops made available in whole or part with funding from the Federal Older Americans Act and Michigan State University. Adnc.00mmtrity LMnr,...S-dvO<I#lthoT<X>4



SAVE THE DATE

Leadership Institute
November 6-9, 2025

Opportunities for learning and advancement:
Lions Leadership Institute and Graduate Institute
NEW THIS YEAR: EMERGING LIONS INSTITUTE

Registration opens August 1, 2025
Additional information to follow

**LEARN
GROW
LEAD**

ATLANTIC CITY, NJ
SEPT. 18-20, 2025



www.lionsforum.org/register

JIMMY JOHN'S
FIELD

Join us for a night of fun, entertainment & baseball!



**Lions Bear Lake Camp
SUMMER FUNDRAISER**

Ticket Price: \$38
\$10 per ticket sold will be donated back to our organization

Group Perks Include:

- FREE PARKING
- OPPORTUNITY TO HOLD THE FLAG DURING THE NATIONAL ANTHEM
- Group photo on the field
- Welcome message on the scoreboard
- Kids Run the Bases after the game
- Meet JJ the Field General, the bat dog
- Meet & Greet with a team mascot

Enjoy an All American BBQ!

- Premium Hot Dogs, Slow Roasted BBQ
- Pulled Chicken, Fresh Pasta Salad, Coleslaw, Baked Beans, Potato Chips, and Cookies.
- Food is served starting when the gates open for 90 minutes. Each guest will receive unlimited soft drinks, lemonade, iced tea, and water. (2)
- Domestic Beer or Wine Credits for bar located in Patio

BEAVERS VS. MAMMOTS
SUNDAY, JULY 27
Jimmy Johns Field
7171 Auburn Rd, Utica, MI 48317
FIRST PITCH 1:05 PM | GATES OPEN 12 PM

USPBL UWM


Click Here to Purchase Tickets or Scan QR Code



If having difficulty ordering online call the Box Office at: (248) 759-5278



LIONS BEAR LAKE CAMP
Lions of Michigan Weekend



EXPLORE, EDUCATE, ENJOY

Dinner, Breakfast, & Lunch Provided. Lodging available at no cost.

SEPTEMBER 26-27TH, 2025

WHO IS INVITED:
District Governors, VDG's, 2VDG's, LBLC District Committee Chairs, Board Members, MD 11 GAT Team, New Lions, ALL LIONS

Tours, Teambuilding, Education, Fellowship
Enjoy spending time with fellow lions and learning more about your state project Lions Bear Lake Camp.

Friday Welcome 6:00PM
Dinner 6:30 PM
Saturday Wrap Up 2:00 PM

RSVP ONLINE
SCAN QR CODE OR EMAIL
TRACI@BEARLAKECAMP.ORG



3409 Five Lakes Rd
Lapeer, MI 48446
bearlakecamp.org
810-245-0726
@lionsbearlakecamp

ARRIVE WHEN YOU CAN, LEAVE WHEN YOU NEED

**1st Annual
LIONS BEAR LAKE CAMP
BUSTING CLAYS
FOR BEAR LAKE FUNDRAISER**

13 STATIONS

BREAKFAST & LUNCH PROVIDED

**2025
SATURDAY
SEPT 06**
FENTON SPORTSMAN CLUB
1140 BUTCHER RD.
FENTON, MI

Test your skills in friendly competition while supporting our mission to provide transformative outdoor experiences for individuals of all abilities.

**REGISTRATION FEE
\$75
PER PERSON
LOCK & LOAD
FOR A DAY OF
PRECISION & THRILLS!**

Secure your spot by visiting:
BEARLAKECAMP.ORG
Limited slots available, so don't miss your chance to be part of this shooting extravaganza!

For More Information: Kurt Stromlund
stromlund@comcast.net 810-923-4252




SPONSORSHIP OPPORTUNITIES

\$100 SHOOTING STATION SPONSOR

- Your business name displayed at one of the shooting stations
- Recognition on event materials and during announcements

\$500 BREAKFAST SPONSOR

- Your business name prominently displayed during breakfast
- Recognition on event materials and during announcements
- Special shout-out at the start of the day

\$500 LUNCH SPONSOR

- Your business name prominently displayed during lunch
- Recognition on event materials and during announcements
- Special shout-out before awards ceremony

Lions of Michigan HALL OF FAME

The Lions of Michigan Foundation officially opened the **LIONS OF MICHIGAN HALL OF FAME** on July 25, 2009 to begin celebrating the rich history that Michigan Lions have at all levels of our association - local, state, district and international. The goal of the Hall of Fame is to keep alive the memory of our great leaders and to document their service so that Lions in the present and future can share a sense of the service that our great state has given to our association. Nominations for the Hall of Fame must be submitted to the Lions of Michigan State Office no later than March 1 of each year.

The 2025 Lions of Michigan Hall of Fame Induction Ceremony, the 16th Annual, will be held on Saturday, August 2, 2025 at 6:00 PM at the Comfort Inn & Suites Hotel in Mt. Pleasant, Michigan. Lodging is \$115.00 per night, including tax, for a standard guest room. Lodging reservations can be made by contacting the Comfort Inn (989-572-0473) or Lions of Michigan State Office (517-887-6640 or info@lmsf.net).

CONGRATULATIONS 2025 INDUCTEES

PDG BRUCE LABELLE – 10

PDG DUANE GOLTZ – 10

PCC DAVE HILL – 11-B1

PDG OSCAR ANDERSON – 11-C1

PCC BRIAN SHEPARD – 11-C2

PDG GENE FISHER – 11-C2

PCC DICK DELONG – 11-D1

2025 Hall of Fame - Registration Form

Name(s): _____

Registrant(s): \$27.50 Each = \$ _____

Choice of Entrée: Teriyaki Pork Loin #: _____ Grilled Shrimp #: _____ Pasta Primavera #: _____

Lions Club: _____

Address: _____ City/State/Zip: _____

Telephone: _____ Email: _____

DEADLINE: July 14, 2025



How Many Clubs Will You Start 1st Quarter?



<https://bit.ly/100ClubChallenge>

LIONS OF THE UNITED STATES & Its Affiliates



MORE CLUB GROWTH

How To Start: JOIN TOGETHER LIONS CLUBS

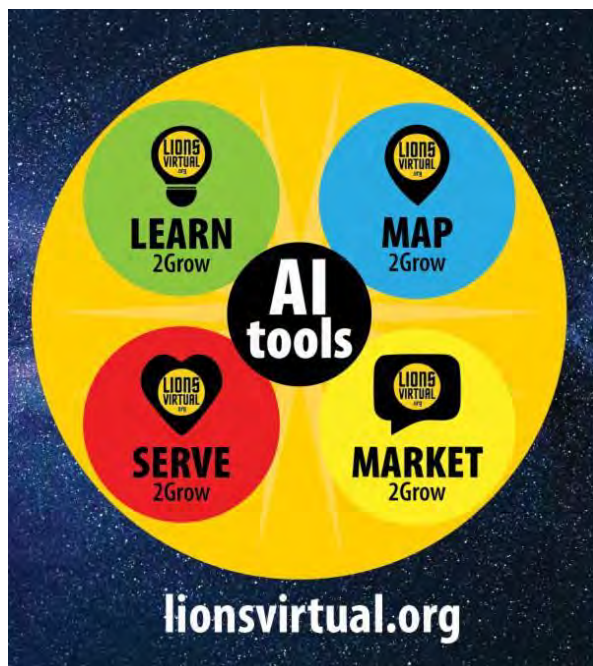
Join Together guru PDG Jay Norby walks you through everything you need to know about launching a Join Together Lions Club. From finding the right 501(c)(3) partners to following a simple, step-by-step roadmap—Jay's got you covered.

📎 Grab the slides and How-To Guide here: <https://forms.gle/bVcpZtdm4KUdJUgk9>

📺 Watch the recording @ <https://youtu.be/U0htONyHiGA?si=tWkEnYi7Hvh69OI0>

Let's grow the mission. Let's grow our impact. Let's grow together.

[#uslionsrock](#) [#letsgrow](#)



New AI Tools Are Here!

Smart. Free. Built just for Lions & Leos.

Learn2Grow – Build skills & leadership

Map2Grow – Grow your club

Serve2Grow – Service to increase impact

Market2Grow – Promote like a pro

- Free to use
- Works in ChatGPT (Free or Pro)
- Start now at lionsvirtual.org

Let AI help you increase your impact...
serve, lead & grow!

GET INSPIRED - US LIONS ROCK!
YOUTUBE CHANNEL

US LIONS ROCK!



US Lions Rock

@USLionsRock · 353 subscribers · 21 videos

The Lions of the United States are more than just volunteers—we are a global force of...more

🔔 Subscribed

Home

Videos

Playlists



For You



How To Start Join Together Lions Clubs

139 views · 2 weeks ago



Jumpstart Growth: Lions USA Leadership Session | Club Extension & 2 Club Challenge

108 views · 1 month ago



Growth Workshop Ses Club, Supporting/Prote

25 views · 6 months ago



Podcast Interview Strategies for Success

by Lion Doug Klein, APR, CTA

In many of our past articles, our focus has been on how to get your club publicity about your service projects in local publications and on local TV news. These publicity vehicles depend on short-format interviews, featuring brief talking points and extensive editing by the local news outlet to fit into their limited segments they have available for local news.

In past years, being interviewed in studio by a local personality at a nearby TV or radio station allowed Lions Club spokespeople to have more time to tell their service stories to a more targeted audience. These studio sessions usually lasted about 15 minutes or so. They gave you the advantage of being able to tell longer service stories. And even though the audience was initially smaller, they often had Internet and rebroadcast capabilities to widen both reach and frequency.

While those local TV and radio opportunities still exist, there are now even more long-format interview opportunities available. Everywhere it seems in today's media landscape, podcasts have emerged as a powerful platform to reach engaged, niche audiences.

For Lions Clubs looking to spotlight their community service, local podcasts may be an untapped media to distribute your message to more community residents and prospective new Lions Club members. Unlike traditional news program outlets, podcasts offer longer-format conversations and storytelling — perfect for sharing the real purpose behind Lions Club initiatives.

Here's a few tips about how you can get your Lions Club's service featured on local podcasts:

1. Identify the right podcasts -- Start by researching local and regional podcasts that align with your mission. Look for community-focused podcasts (e.g., "Inside [Your Town]" or "Michigan Voices"). Also consider nonprofit or volunteerism-themed shows, local college or high school podcasts, public radio-affiliated podcasts, lifestyle podcasts with local relevance. Use platforms like Apple Podcasts, Spotify, or Podchaser to search by topic and location.
2. Craft a Compelling Pitch -- Podcast hosts receive many requests, so a clear, tailored message matters. Your pitch should include who you are (e.g., "I'm the president of the Bay City Lions Club..."), what you do (briefly explain a project, like KidSight screenings or eyeglasses recycling), and why it matters (mention the community impact or emotional stories,). Be sure to consider why their audience would care by connecting your mission to their podcast theme or listeners). Don't forget to make a clear "ask" (request to be interviewed or that they cover your story idea).
3. Be ready with your spokesperson (and a relevant guest or story) -- Podcast hosts appreciate organized guests. Decide who from your club would speak well on mic? Choose someone relatable, passionate, and comfortable in conversation. Check out the Lions of Michigan "Lions Spokesperson Coaching" toolkit resources to prepare. Do you have a compelling service story? For example, "A local family whose child was screened by KidSight and received life-changing glasses." Bring a short list of talking points or anecdotes but don't over-script. Podcasts thrive on natural conversation.
4. Leverage events and campaigns -- Use public events to create newsworthy moments, like kicking off a back-to-school event that includes vision screening. These events provide natural reasons to approach local podcasters with, "Would you like to cover this story?"

Once your episode goes live, maximize its value by sharing it on your Lion Club's Facebook, LinkedIn, and website. Email it to members and community partners. Put in your publicity toolkit pull quotes or highlights for future promotional use. A single podcast episode can become weeks of quality content.

Getting your Lions Club's service featured on a local podcast isn't about luck — it's about knowing your audience, having a story to tell, and approaching podcast hosts with respect and enthusiasm. With just a little effort, podcasts can amplify your service and connect your Lions Club with new volunteers, donors, and community members who care about your mission.



Lion Doug Klein regularly passes along tips (aided by AI) to help your Lions Club sharpen its public relations and marketing efforts. He has been a member of the Mason, Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, communication, business, and marketing. He is currently serving as Mason Lions Club Secretary, District 11-C2 Public Relations Chair, and MD11 State PR / Information and Marketing Chair. A member of the Public Relations Society of America since 1983, he has held their prestigious APR designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's national honorary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at (517) 775-8601 or at dougklein@usa.net by email.
