



July 2023

Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



District 11-C2 Officers

Governor: Lion Ted Hamilton
1st Vice Gov.: Lion Carl Cozart
2nd Vice Gov.: Vacant
Secretary: Lion Becky Hamilton PDG
Treasurer: Lion Robert Phillips
IPDG: Lion Traci Tribley

Zone Chairs

R1-Z1: Lion Jenny Stromlund
R1-Z2: Lion Aleta Cozart
R2-Z1: Lion Blaine Lafler
R2-Z2: Lion Kenny Kinsey
R3-Z1: Lion Michael O'Bryant
R3-Z2: Lion Eileen Delaney
R4-Z1: Lion Wendy Mater

Places of Interest

[Lions District Web Site](#)
[District Newsletters](#)
[Lions of Michigan Foundation](#)
[Lions of Michigan](#)
[Lions Clubs International](#)
[Lions of Michigan YouTube Channel](#)

[Around the District \(2 Pages\)](#)

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From the desk of the Governor



Fellow Lions of District 11-C2, it is an honor to be able to welcome you all to the 2023-2024 Lions Year! I am looking forward to serving our district this year as your Governor. My theme for this year is "Exceptional People Doing Exceptional Service". Lions are exceptional people.

We care about our families, friends, neighbors, and communities. We care about the World we live in. We work hard to make a difference. Sometimes, it can be as simple as assisting someone getting a pair of glasses. Other times, it can be as big as assisting a part of the world with a major catastrophe. Our actions speak louder than words, our actions help improve somebody else's life, and our actions make a sometimes difficult world, a better place for others.

In the business of helping others, we sometimes forget to take care of ourselves. I believe the greatest gift you can give your family, friends, and your communities, is a healthy you.

Our first 11C-2 Cabinet meeting is on July 31 at the Main St Café in St Johns. RSVP to Cabinet Secretary Becky at bbthebb2004@yahoo.com. Please don't wait until the last minute to do this, they need an accurate food count ASAP.

I look forward to seeing and spending time with my Lions friends and family in the 11C-2 District this year, and sharing a hug and a good laugh.

My best to all of you,

Lion Ted Hamilton DG

Bit of Wisdom



Mason Lions

Mason Lions Club "Lion of the Year"



Lions Karen Routson, Doug Klein

At the Mason Lions Club picnic, PDG (and soon to be Past President) Lion Karen Routson presented the Mason Lion of the Year award to Lion Doug Klein.

Around The District



Grand Ledge Lions



Lions Gene Ringle, Doug Burkhardt

The Grand Ledge Lions Club presented an appreciation plaque to Lion Gene Ringle for all his work as our club's bulletin editor.

Ovid Lions

Foundation Raffle

Our club sold 160 tickets for the Lions of Michigan Foundation Raffle. Lion Andrea Ordiway was the top seller and was a 2nd place winner in the ticket sellers drawing, earning herself a \$500 prize. Great Job Andrea! Our club will get \$800 for selling 160 tickets.



The Grand Ledge Lions Club presented Lions Dave Peake and Steve Peake with Melvin Jones Fellowships at our annual picnic June 13. Both of their families came to surprise them for the presentation.

St Johns Lions



Club President Dean Hartenburg had the privilege to present two \$500 community service scholarships from the St. Johns Lions Club to Emily VanElls and Breanna Pifer. Both are senior scholars, and each of them received several awards during the evening. Congratulations to Emily and Breanna, and to all the awardees.



DeWitt Lions

White Cane report: Lion Greg Houghtaling I am pleased to report that despite the cold and rain on Friday and

Saturday, that nine hearty Lions collected \$1,988.00 over three days. Along with three donations received

totaling \$287.29, the total deposited this weekend was \$2,275.29. Lions Sharon DeBar, Mae Luchetti, Patrick

Donlon, Tom Doyle, Don Carlock, George Walter, Jim Kraft, Doug Vaughn and myself worked a total of 27 3/4

hours at North and South Crossover, Flap Jack, LAFCU and Bob Evans.

Owosso Lions



Lion Ward Martin, Jackie Buza, Lion Sandra Martin, and Lion Donna Kanan.

The Owosso Lions announced Jackie Buza as the winner of their first Books for Teachers contest. Community members nominated teachers in the Owosso and Corunna area to receive \$50 towards books for their classroom. Club President Jody Sivyer stated, "Our Books For Teachers program will help put books into the hands of children in our Community. Children having access to books is instrumental in learning, building vocabulary, writing skills, and ability to communicate."

Around The District



Charlotte Lions



Lions Scott MacDonald and Dean Steward

Lion Scott MacDonald and Lion Dean Steward show the Charlotte Lions Club members what items the club purchased to make twenty-five men's hygiene kits. Jan Phillips purchased and assembled the kits as a special project for the Charlotte Lions Club. The kits were donated to the Siren Shelter in Charlotte in May 2023.



Lions Connie O'Neil, Lloyd Kilbreath

Lion Lloyd, District Chair of the Kid-Sight Vision screening program receives a \$335 donation from President Connie from the Charlotte Lions Club. Lion Frank Kane, 95, who recently passed was a strong supporter of preventing blindness. The donation was made in honor of Lion Frank Kane in his memory.



St. Johns Mint Festival Parade

Calling all Lions in the District. We (St. Johns Lions Club) would like to invite you to walk or ride in the Mint Festival parade. We have a truck and a trailer. We just need some Lions to help us celebrate our 75th Anniversary with the Community of St. Johns. If you would like to do this please let me or Gloria know.

Parade is on Saturday August 12th starts at 10 am. We need everyone there by 9:30 am.

Contacts: Kennykinsey74@gmail.com phone # is 989-307-9749 they can text me if they want to.
Gloria's email is dcarnicom@chartermi.net phone # is 989-627-0072 they can also text her.

District 11-C2 Cabinet Meeting

The first Cabinet Meeting of the 2023-2024 Fiscal Year
will be held on Monday July 31, 2023 at the Main Street Cafe in
Saint Johns, MI

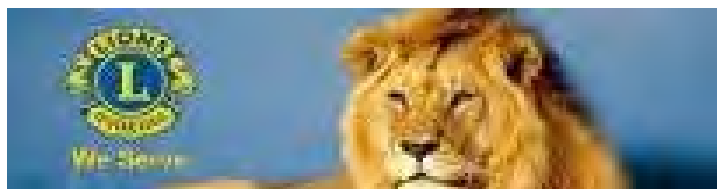
Please RSVP by Tuesday July 15 if you would like a baked chicken meal to Cabinet Secretary

Lion Becky Hamilton

517-614-4432 or

bbthebb2004@yahoo.com

We will have the installation of District Officers, and Lion Ray should have the roster books ready for clubs to pick up. Reports from committee chairpersons are welcome, but not expected, as we will not be giving individual committee reports.



Diabetes Path

Diabetes PATH is a 6-week interactive workshop designed for individuals with diabetes and pre-diabetes. In this workshop you will learn how to meal plan, decrease stress, improve physical activity, balance blood sugar, make goals, improve energy, and more!

Where: ALIVE

800 W. Lawrence Ave.

Charlotte, MI

Meet in the SEEK Room

When: Tuesdays, July 11 – August 15, 2023, from 9:00 – 11:30 am

Free of charge but donations accepted.

To register: Call Tri-County Office on Aging at 517-887-1465



LIONS OF MICHIGAN FOUNDATION—2024 GROUP CRUISE

ROYAL CARIBBEAN - NAVIGATOR OF THE SEAS

7-Night Cruise: February 2 - February 9, 2024

ROUNDTrip FROM LOS ANGELES, CA

Cabo San Lucas, Mazatlan and Puerto Vallarta, Mexico

PRICING: 2 PEOPLE - \$50 ONBOARD CREDIT PER ROOM

4V - Interior Stateroom: \$1,240.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Stateroom Size: 150 square feet - occupancy up to 4 guests

4N - Ocean View Stateroom: \$1,690.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Stateroom Size: 160 square feet - occupancy up to 4 guests

2D - Balcony Stateroom: \$2,418.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Stateroom Size: 185 square feet + 50 square feet balcony - occupancy up to 4 guests



☐ I would like an Interior Stateroom for _____ Adults and _____ Children (Age 12 or under).

☐ I would like an Oceanview Stateroom for _____ Adults and _____ Children (Age 12 or under).

☐ I would like a Balcony Stateroom for _____ Adults and _____ Children (Age 12 or Under).

Stateroom Deposit - \$250 Per Person: ____ Check ____ Credit/Debit Card ____ Pay Pal (info@lmsf.net)

Credit/Debit Card Number: ____ - ____ - ____ - ____

Expiration Date: _____ CVV Code: _____ Zip Code: _____

Signature: _____

Legal Names: _____ - Birth Date: _____

_____ - Birth Date: _____

Mailing Address: _____

City/State: _____ Zip Code: _____

Telephone: _____ Email: _____



IPDG



Traci Tribley

Appreciation Dinner

OCTOBER 1ST, 2023

2:00 PM SOCIAL
2:30 PM DINNER
3:00 PM PROGRAM

Shiawassee Township Hall
3719 E Grand River Rd.
Bancroft, MI 48414

COST \$20

MENU INCLUDES

CHICKEN, HAM, CHEESY
POTATOES, BEANS, CALIFORNIA
MEDLEY BAKE, ROLLS, VEGGIE
TRAY, CAKE

RSVP BY SEPTEMBER 15TH

Denise Temple 989-277-3802
tsjellyboo@aol.com

***In lieu of gifts IPDG Traci is
asking for donations be made to
Lions Bear Lake Camp**



**JULY
16-22**

Lions Bear Lake Camp

DEAF & HARD OF HEARING CAMP 2023

Youth Ages 5-16

Fun Activity Programs

Archery, Swimming, Boating, Fishing, Challenge Course, Climbing Tower, Zip Line, Team Building, Nature, Evening Programs., and more!

*This program is for children who use listening and spoken language as their primary mode of communication, it focuses on building vocabulary and socializing with peers.

LIONS BEAR LAKE CAMP

3409 N Five Lakes Rd

Lapeer, MI 48446

www.bearlakecamp.org

**Registration opens
January 1st, 2023**



Register Online

CONTACT US

810-245-0726

behnanm23@gmail.com





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 also 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 WORKSHOP

Sam Corey Senior Center

2108 Cedar St. - Holt

Meet in the Exercise Room

Wednesdays, September 13 - October 18, 2023

1:00 - 3:30 pm

Workshop is free of charge, but donations accepted.



To register, call Tri-County Office on Aging at 517-887-1465

For a full workshop schedule visit: <https://www.tcoa.org/classes/evidence-based-programs/>



LIONS BEAR LAKE CAMP JUVENILE DIABETES CAMP 2023

JULY 23-29TH

**YOUTH WITH TYPE 1 DIABETES
AGES 5-16**

LIONS BEAR LAKE CAMP

**3409 N Five Lakes Rd
Lapeer, MI 48446**



**Overnight camping experience for youth with T1D.
Experience a fun filled week of activities, education, and
nutrition, while building life long friendships, gaining
confidence, and acquiring new skills.**

**ARCHERY . SWIMMING. BOATING. FISHING. CLIMBING TOWER.
CHALLENGE COURSE. ZIPLINE. ARTS & CRAFTS. GAMES & MORE!**



REGISTRATION OPENS JANUARY 1ST, 2023

810-245-0726

www.bearlakecamp.org

info@bearlakecamp.org



LEO CLUB NEWS



REGISTER NOW! | leosforum.org

6TH USA/CANADA

LEO LEADERSHIP FORUM

Rockford Radisson Hotel
& Conference Center

AUGUST 2-6, 2023



Dear Lion Leader,

I would like to share some exciting news with you. The Leos & Lions of **ILLINOIS** are hosting the 6th USA/Canada Leo Leadership Forum on August 2nd to August 6th, 2023 at the Rockford Radisson Hotel & Conference Center in Rockford, IL. **Registration is now OPEN!** This 2023 Leo Leadership Forum will bring Leos together from across the United States, Canada, and the Caribbean. During the course of the week, we have seminars in various areas of leadership and community-organizing as part of our core curriculum toward the diploma earned at this Forum. We also have elective seminars prepared by Leos. It's our goal to also empower our Leos to educate each other in areas of interest to them related to leadership.

International officers will be in attendance as guest speakers which will give our Leos the opportunity to ask questions and learn more about our association and the legacy that our Founder Melvin Jones left for the world. Leos also get the opportunity to network and bond with other Leos, Leo-Lions, Lions, and LCI Staff Members. We provide a full day of fun touring the host city area and a day of community service planned by the Leo Host Committee. We have an Opening Ceremony/Dinner together with a Closing Night Dinner Gala that includes the presentation of diplomas and concludes with an entertaining night of dancing. Our Leos return home more knowledgeable about our Association, the Leo Club Program, and ways to continue building up their own clubs while bringing bright new ideas for service projects and fundraisers. This Leo Forum will help Leos become great leaders ready to serve their community and continue to grow as individuals while feeling proud to be Leos. We welcome Leo Club Advisors, Lions and parents to attend the Forum and enjoy the experience as well.

Please share this email with your Leos and Lions interested in learning more about the Leo Club Program. If your Leo Club is school-based, our team is happy to speak to principals or faculty advisors to better explain our Leo Forum or answer any questions. Our contact information is listed below. We look forward to welcoming all Leos and Lions to Rockford, IL.

Sincerely,

Leo-Lion Pablo Romano

President, USA/Canada Leo Leadership Foundation

PCC Pamela Graney

*Chair, Leo Forum MD-1 Host Committee
Illinois, USA*

ONLINE REGISTRATION

LEO REGISTRATION FORM

LION REGISTRATION FORM



LEO REGISTRATION FORM

Radisson Hotel & Conference Center Rockford
200 S. Bell School Road, Rockford, Illinois, 61108
AUGUST 2 – 6, 2023



Applicant Information

Name _____ Nickname _____

Date of Birth _____ Gender _____ T-Shirt Size _____

Address _____ Apartment/Floor _____

City _____ State _____ Postal Code _____

Country _____ Email _____

Home Phone _____ Leo Cell _____

What is your primary language? _____

Other languages spoken _____

Health/Mobility Conditions _____

Health/dietary requirements? _____

Hobbies/Talent/Interests/Sports _____

Leo Club Name _____ District _____

Current Position _____

Select One → ☐ **LEO ALPHA:** 12 to 18-year-old ☐ **LEO OMEGA:** 18 to 30-year-old

Leo Advisor Name _____ Cell _____

Email _____

To Be Completed by Parents/Guardian

Father's Name _____ Cell _____

Address _____

Email _____ Lions Member? () YES () NO

Mother's Name _____ Cell _____

Address _____

Email _____ Lions Member? () YES () NO



LEO REGISTRATION FORM

Radisson Hotel & Conference Center Rockford
200 S. Bell School Road, Rockford, Illinois, 61108
AUGUST 2 – 6, 2023



Arrival Flight Information:

Must Arrive to Chicago O'Hare International Airport (ORD) or Chicago Rockford International Airport by 4:00 PM on August 2nd, 2023

Airline _____ Flight Number _____ Date _____

Departing from _____ Departing Time _____

Arrival to _____ Arrival Time _____

Departure Flight Information

Airline _____ Flight Number _____ Date _____

Departing from _____ Departing Time _____

Hotel Roommate Assignment Request

Leos will be sharing rooms with other Leos. We will try our best to honor room request.

1 _____ 2 _____

3 _____ 4 _____

CHECK OFF (1) OPTION →→	2 Occupants ()	3 Occupants ()	4 Occupants ()
Registration Fee	\$100	\$100	\$100
Guest Room Fee (4 nights)	\$270 (Split in 2)	\$180 (Split in 3)	\$135 (Split in 4)
Hotel Meals (4 days)	\$310	\$310	\$310
Field Trip – Lions Int'l HQ	\$45	\$45	\$45
LCIF Leo Share Donation	\$20	\$20	\$20
GRAND TOTAL	USD \$745 per person	USD \$655 per person	USD \$610 per person

**We will honor Room Occupancy choice depending on
how many Leos sign up for each category.**

DEADLINE TO RESERVE HOTEL ROOM IS JULY 14, 2023.

Please submit **ALL SHEETS** via **MAIL** or **EMAIL IN PDF FORMAT.**



LEO REGISTRATION FORM

Radisson Hotel & Conference Center Rockford
200 S. Bell School Road, Rockford, Illinois, 61108
AUGUST 2 – 6, 2023



Important Notice

1. The registration fee will apply to all attendees.
2. Name tags will be distributed with your Forum registration materials and need to be worn to gain admission to all meals, activities and workshops.
3. Payment for registration, hotel, meals, and sightseeing costs must be included with your registration form.
4. Cancellations must be directed to **registration@leosforum.org** or **646-481-3238** with detailed information. For Example: *Applicant Name, District, Club Name, and phone number*
5. Refunds will be sent following the Forum. **Refund request deadline is: JULY 15, 2023.**

Check payable to **USA/CANADA LEO LEADERSHIP FOUNDATION**

Mail to **Lion Adina Callender**
USA/Canada Leo Leadership Foundation
115-33 198th St
St. Albans, NY. 11412 (USA)

If you decide to email the registration form, please make sure that the form is sent in PDF Format and properly scanned. You can email the form to:

registration@leosforum.org

If you have any questions, please contact us at **info@leosforum.org** or **646-481-3238**.



LION & LEO LION REGISTRATION FORM

Radisson Hotel & Conference Center Rockford
200 S. Bell School Road, Rockford, Illinois, 61108

AUGUST 2 – 6, 2023



Applicant Information

Name _____ T-Shirt Size _____

Address _____ Apartment/Floor _____

City _____ State _____ Postal Code _____

Country _____ Email _____

Home Phone _____ Cell _____

Is your Spouse attending? () Yes () No • If Yes, Name _____ T-Shirt Size _____

What is your primary language? _____

Other languages spoken _____

Health/Mobility Condition _____

Health/dietary requirements? _____

Lions Club Information

Club Name _____ District _____

Current Position _____

Arrival Flight Information: *Must Arrive to Chicago O'Hare International Airport (ORD) or Chicago Rockford International Airport by 4:00 PM on August 2nd, 2023*

Airline _____ Flight Number _____ Date _____

Departing from _____ Departing Time _____

Arrival to _____ Arrival Time _____

Departure Flight Information

Airline _____ Flight Number _____ Date _____

Departing from _____ Departing Time _____

Hotel Roommate Assignment Request

If you plan to share with other Lions, please indicate their names or we will assign someone for you.

1 _____ 2 _____

3 _____ 4 _____



LION & LEO LION REGISTRATION FORM

Radisson Hotel & Conference Center Rockford
200 S. Bell School Road, Rockford, Illinois, 61108

AUGUST 2 – 6, 2023



CHECK OFF (1) OPTION →→→	1 Occupant ()	2 Occupants ()	3 Occupants ()	4 Occupants ()
Registration Fee	\$100	\$100	\$100	\$100
Guest Room Fee (4 nights)	\$540 (4 Days)	\$270 (Split in 2)	\$180 (Split in 3)	\$135 (Split in 4)
Hotel Meals (4 days)	\$310	\$310	\$310	\$310
Field Trip – Lions Int'l HQ	\$45	\$45	\$45	\$45
GRAND TOTAL	USD \$995 per person	USD \$725 per person	USD \$635 per person	USD \$590 per person

**We will honor Room Occupancy choice depending on
how many Lions sign up for each category.**

DEADLINE TO RESERVE HOTEL ROOM IS JULY 14, 2023.

Please submit **ALL SHEETS** via **MAIL** or **EMAIL IN PDF FORMAT.**

Important Notice

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USA/Canada Leo Leadership Foundation
115-33 198th St, St. Albans, NY 11412 (USA)

Or Email to **registration@leosforum.org**

If you have any questions, please contact us at **info@leosforum.org** or **646-481-3238**.

**LIONS OF MICHIGAN FOUNDATION
37TH ANNUAL SIGHT & HEARING SWEEPSTAKES
MAY 2023**

District Totals

<u>District</u>	<u>2023 Participants</u>	<u>2022 Tickets Sold</u>	<u>2022 Participants</u>	<u>2022 Tickets Sold</u>
Miscellaneous	2	10	2	5
District 10	21	1,201	20	1,095
District 11-A1	10	1,366	11	861
District 11-A2	14	421	17	484
District 11-B1	21	1,230	19	1,151
District 11-B2	18	1,076	22	1,011
District 11-C1	12	407	12	379
District 11-C2	24	1,329	23	1,184
District 11-D1	18	1,295	18	1,315
District 11-D2	22	541	25	879
District 11-E1	25	1,474	24	1,343
District 11-E2	<u>22</u>	<u>3,049</u>	<u>20</u>	<u>2,725</u>
	209	13,399	213	12,432

120 Ticket Clubs

Oscoda Lions Club	E2	1,012
Alpena Lions Club	E2	599
Livonia High Nooners Lions Club	A1	410
Detroit Mid City Lions Club	A1	398
Wells Lions Club	10	386
Edmore Lions Club	E1	330
Frankenmuth Lions Club	D1	310
Lincoln Lions Club	E2	300
Central Lake Lions Club	E2	298
Colon Lions Club	B2	281
Auburn Williams Lions Club	D1	250
Hillman Area Lions Club	E2	226
Detroit Westtown Hartford Lions Club	A1	220
Flushing Lions Club	D1	219
Bark River Lions Club	10	210
Evart Lions Club	E1	180
Ovid Lions Club	C2	180
Homer Lions Club	B1	177
Durand Lions Club	C2	170
St. Joseph Lions Club	B2	150
Bangor Lions Club	B2	150
Cereal City Lions Club	B1	146
Quest South East Jackson Lions Club	B1	140
Beaverton Lions Club	E1	129
Detroit Hispanic Lions Club	A1	125
DeWitt Breakfast Lions Club	C2	120
Ortonville Lions Club	A2	120

LIONS OF MICHIGAN FOUNDATION
WWW.LMSF.NET

37TH ANNUAL SIGHT and HEARING SWEEPSTAKES

MAY 6, 2023 – TICKET SELLERS DRAWING

Prize	Winners Name	City/State	Ticket No./Club Seller
1 st Prize - \$1,000.00	Elk Rapids Lions Club	Elk Rapids, MI	1327 – Elk Rapids Lions
2 nd Prize - \$500.00	Andrea Ordiway	Ovid, MI	9088 – Ovid Lions Club
3 rd Prize - \$250.00	Gaines Area Lions Club	Gaines, MI	10923 – Gaines Area Lions
4 th Prize - \$100.00	Manistee Lions Club	Manistee, MI	11123 – Manistee Lions Club

MAY 20 - 2023 – SWEEPSTAKES DRAWING

Prize	Winners Name	City/State	Ticket No./Seller
1 st Prize - \$5,000.00	Linda Pell	Battle Creek, MI	8505 – Cereal City Lions
2 nd Prize - \$2,500.00	Dinah DuRussel	Munger, MI	6200 – Oscoda Lions Club
3 rd Prize - \$2,000.00	Melissa Cooper	Swartz Creek, MI	1580 – Hillman Lions Club
4 th Prize - \$1,500.00	Steve Shallcrok	East Tawas, MI	10573 – Oscoda Lions Club
5 th Prize - \$1,000.00	Chuck Richards	Flint, MI	11616 – Swartz Creek Lions
6 th Prize - \$500.00	Mackinaw City Lions Club	Mackinaw City, MI	1894 – Mackinaw City Lions
7 th Prize - \$400.00	John Bitner	Grand Blanc, MI	15041 – Cass City Lions Club
8 th Prize - \$300.00	Alan Macdavitt	Saline, MI	16475 – Pittsford Area Lions
9 th Prize - \$200.00	Dennis Arnold	Howard City, MI	9907 – Howard City Lions
10 th Prize - \$100.00	Dimondale Lions Club	Dimondale, MI	12812 – Dimondale Lion Club

Writing With Style

by Lion Doug Klein, APR, CTA

Most of our Lions Club work in publicity and promotion will likely require that we start by writing something down. The final format of our promotional messages will vary by the type of media and intended audience. However, it is often a good idea to start by composing something more akin to a long news-like release or blog post. A multi-paragraph comprehensive piece of writing will then allow you to edit and reformat your message into whatever form you might eventually need.

In future articles, I'll cover ways to convert your long message into this variety of formats and shorter versions. I'll also discuss which to use for what. You'll then be able to work all the way down to a mere caption or headline. But before we get into that, let's talk about writing style for your bigger piece of writing.

First, forget what you learned in composition class. You're not writing an essay or a short story. Sure, most "Elements of Style" you may have learned in school will always help make your writing clearer and more understandable. But consider forgetting what you learned about the many more specific details of writing in MLA, Chicago, or APA style.

Instead, use newswriting style in your longer composition. It provides you with writing that is clear, concise, and objective. The "gold standard" is AP style, used by the Associated Press. I will discuss more about that specific style in a later article also.

In general, newswriting style will serve you best in converting the longer piece into a news release for sure, but it also will help you organize your Facebook posts, talking points, and other written material. It also helps you to avoid writing in the first-person using pronouns such as "I" and "we." This is done to maintain objectivity and to ensure that the focus is on the facts, not on the writer's own perspective.

The inverted pyramid is a newswriting structure that puts the most important and essential information in the first several sentences and then explanatory details and less important information are written in subsequent paragraphs. Newswriting style is also characterized by the following features:

- Fact-based writing, not opinions or interpretations.
- Strives to be objective and avoids expressing personal opinions or beliefs.
- Ensures accuracy and writing free of errors.
- Clear and easy to understand.
- Concise and to the point.
- Timely and up to date.

You can use a variety of techniques to achieve these goals, including:

- Use direct quotes to give readers a sense of what people involved in a story said. Direct quotes should be used when they make sense to include however, and they should always be attributed to a particular speaker.
- If possible, attribute information to a source. This means identifying the person or organization that provided the information.
- Always fact-check. This means verifying the information with multiple sources and checking for accuracy.

Newswriting is an important skill for anyone who wants to work in public communication. Here are some additional tips for writing in newswriting style:

- Use strong verbs and active voice.
- Avoid jargon and technical terms.
- Use simple, everyday language.
- Be specific and avoid generalizations.
- Proofread your work carefully before submitting it.



Lion Doug Klein regularly passes along tips to help your 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/Social Media 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 dougklein@wowway.com or (517) 775-8601.



Mints For MILITARY

The Lions of Michigan Foundation is proud to recognize the brave men and women serving our nation in the United States military. We have Lion Mints Care Packages ready for distribution, but we need the names and addresses of more service men and women to recognize. Please help us by displaying and distributing this flyer in your community.

LIONS OF MICHIGAN FOUNDATION



5730 Executive Drive
Lansing, Michigan 48911
517-887-6640
info@lmsf.net
www.lmsf.net



PLEASE SEND A LION MINTS CARE PACKAGE TO:

Military Member's Name: _____

Rank: _____ **Unit:** _____

APO: _____ **FPO:** _____ **AE:** _____ **AA:** _____ **AP:** _____

Street Address: _____

City/State/Zip Code: _____



LIONS BEAR LAKE CAMP



BLIND & VISUALLY IMPAIRED

YOUTH CAMP 2023

JULY 9-15

Join us for a week long overnight camp for blind and visually impaired youth ages 5-16. Kids enjoy a jam packed week of fun while making friendships, developing independence, and learning life skills.

REGISTRATION OPENS JANUARY 1st, 2023

Activities

- ✓ Archery
- ✓ Outdoor/Indoor Games
- ✓ Arts & Crafts
- ✓ Swimming
- ✓ Team Building/Challenge Course
- ✓ Climbing Tower & Zip Line

Lions Bear Lake Camp

3409 N Five Lakes Rd
Lapeer, MI 48446
www.bearlakecamp.org



Register Online



More Information 810-245-0726 desiree@bearlakecamp.org

