



THE KIWI CLUB PUBLICITY/INFORMATION INSTRUCTIONS

When submitting anything regarding publicity for your chapter or the national organization, please follow the guidelines given below. Additionally, guidelines are given for your chapter's newsletters.

- Always use the three-name concept, if possible, both in publicity notices and in your newsletters, i.e., Susan Jones Smith, not Susan Smith or just Susan.
- Capitalize all three words when referring to our organization, i.e., "The Kiwi Club," never *the* Kiwi Club.
- For publicity purposes, give the full name of your chapter, i.e., Anaheim Chapter of The Kiwi Club. In your newsletters, identify both your chapter and The Kiwi Club on the first page. On subsequent pages, be sure that each one is identified with the chapter name only.
- For publicity purposes, please use the following: 'The Kiwi Club is a social and philanthropic organization for *current and former* American Airlines stewardesses/flight attendants and former stewardesses/flight attendants of those airlines merged with or purchased by American Airlines.'
- Prospective members may choose to join one (or more) of 43 chapters nationwide or join the ranks of more than 200 members-at-large across the country.
- For publicity purposes, emphasize our charitable work, i.e., The Kiwi Club's National Endeavor supports Wings Foundation, which was *organized by and for the assistance* of American Airlines flight attendants in need of financial assistance. Individual chapters support many charities: Hospice, homeless shelters, Salvation Army, Toys for Tots, to name a few.
- **Do not** use American Airlines' logos of any kind without first receiving permission from American to do so. They are all copyrighted and are registered trademarks. As such, they are protected by law.
- Use of Mary Richter Thrasher's artwork also requires advance permission, as her artistic work is protected by copyright laws.
- When you are quoting an individual, no matter how small, please give credit or state "author unknown."
- When submitting information for publicity purposes, make sure your Kiwi contact has given permission to have her/his phone number published. If no phone number is used, be sure the mailing address or email address used is correct, again receiving permission to use.