

# Public Relations Coordinator

*The Public Relations Coordinator is responsible for guiding and assisting clubs with public relations via various media and ensuring adherence by clubs and the district to the branding guidelines established by Kiwanis International. The public relations coordinator is considered a “key position” by Kiwanis International and a requirement for districts.*



**Kiwanis®**  
NEBRASKA-IOWA DISTRICT



**Don Fritz**  
**Public Relations Coordinator**

I was born into a family of service as my father, Lynn Schwandt, has been a lifelong Kiwanis member. Lynn introduced me to Kiwanis in High School by taking me to a Rough Riders Morning Kiwanis Club in Cedar Falls. During college, I was a member of the JC's and then joined the Kiwanis Club of Marshalltown- Matins when I moved to Marshalltown in 1987. I have been a Kiwanian ever since.

Currently, I am the lieutenant governor for Division 10 and am a two-time past president of the Marshalltown-Matins Kiwanis. I am also active volunteering with the local youth bowling league, helping coach kids on how to bowl and compete. I am a member of the Marshalltown Men's chorus and the Quartet the m-Tunes. I serve on several boards, including board chair of the Marshalltown Salvation Army, Marshalltown USBC and the Lennox Employees credit union. I am also a Chamber ambassador for multiple communities, including Marshalltown, Newton and Grinnell. Oh and for work, I am the Local sales manager for OnMedia, the multi-screen marketing division of Mediacom.

I've been happily married for 36 years to Martha (a Kiwanisan) and we have two boys, Aaron and Mitchel, and one two-year old dog, Thor.

As to public relations, keeping your club in the news isn't as easy as it was when you could send an article to the local paper, reaching many people in the community. Is the paper still a viable resource? Yes, it is for a certain demographic. Today to reach a wider group of people, it is necessary to use other platforms like Facebook, Instagram, Twitter and now TikTok. It is easy and you need to do it often, once a week at least. Whomever you have designated as your PR person in your club, help them develop content that keeps your club in front of as many people as possible to help potential new club members understand what you're all about.

