



Kiwaniis[®]
OHIO DISTRICT



2017-18 Ohio District Kiwanis PR
Public Relations Contest Criteria

This contest is designed to encourage clubs to have an active and planned strategy for communicating with the public. Entries will be judged based on the following criteria:

Name: _____ Club: _____
Email: _____

Required Minimum Criteria:

- _____ Submitted at least 4 press releases to local media (submit copies of releases)
- _____ Had at least 2 published (print or online) mentions of your club (about an event, fundraiser, Service Leadership Program, membership drive, etc.)
- _____ Club newsletter with correct Kiwanis logo & use of Kiwanis International brand guidelines
- _____ Club newsletter sent to non-members
- _____ Event signage and/or permanent public signage with correct Kiwanis logo & use of Kiwanis International brand guidelines (submit photographic evidence)

Recommended Criteria:

- _____ Notable/Signature project/event in the community (submit brief description, attendance estimates and at least 4 photos)
- _____ Print advertisements/flyers/brochures with correct Kiwanis logo & use of Kiwanis International brand guidelines (submit any relevant digital copies) with Club Webmaster or Communications/PR Chair. Name: _____
- _____ Attendance by a club member at District Mid Year PR forum or any District webinar.
- _____ List event & 1 attendee: _____
- _____ Promotion of K-Family month and/or Kiwanis One Day

Submitting press releases electronically is the easiest way to enter the PR contest. Either add ODKI.PR@gmail.com to your release distribution list, or email all releases for consideration with contest form. You can also mail at least four physical copies to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43221. Deadline for all entries to be received is September 30, 2018.

Kiwanis International is a global organization of volunteers dedicated to improving the world one child and one community at a time.