2019-2020 Ohio District Kiwanis PR
Public Relations Contest

Name: ______________________________ Club: _________________________________

Email: ______________________________

This new 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:

Required Minimum Criteria:

___ Submitted a minimum of 4 press releases to local media (copy PR@OhioKiwanis.org)
___ Have had a minimum of 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
___ Event signage and/or permanent public signage with correct Kiwanis logo & use of Kiwanis International brand guidelines (please share with PR@OhioKiwanis.org)

Recommended Criteria:

___ Signature project or event in the community (submit brief description, attendance estimates and at least 4 photos)
___ Print advertisements, flyers or brochures with correct Kiwanis logo & use of Kiwanis International brand guidelines (submit any relevant digital copies to PR@OhioKiwanis.org)
___ Club Webmaster name(s): _________________________
___ Attendance by a club member at District Mid Year PR forum or any District PR Webinar.
List event & attendee: __________________________________________________
___ Promotion of K-Family month and/or Kiwanis One Day _______________________

(3) Prizes: Winning Clubs will be awarded $100 and a certificate from Ohio District Kiwanis PR

Submitting press releases electronically is the easiest way to enter the PR contest. Either add PR@OhioKiwanis.org 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, 2020.

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