

# NEW YORK DISTRICT PUBLIC RELATIONS AWARD CRITERIA 2007-2008

The clubs will be recognized with a Public Relations Banner Patch when they promote their activities, club meetings, members, and other items of interest during the year (Oct. 1, 2007 - Sept. 30, 2008) using a variety of public relations venues.

**One club newsletter/bulletin and one print media are required plus at least nine (9) other instances during the Kiwanis administrative year, in any combination of two or more of the following categories:**

**Electronic Media**

(Interview, news coverage, remote broadcast, commercial, PSA or scheduled program), Radio, Broadcast TV, Cable TV

**Print Media**

Daily or weekly newspaper (press release, article, photo, guest editorial, letter to the editor, newsletter promoting club activities), Regional Magazine (article or photo), Direct Mail (club newsletter, invitations, announcements)

Business/Calling Cards (club card or personal business card with Kiwanis logo)

**Outdoor Signage**

Any outdoor display, banner, billboard, wagon or tent or street signs or meeting signs that generates awareness for and about Kiwanis - send photo

**Public/Business Event Presence**

Parades, fairs, festivals - send photo or clippings

**New Media**

Club website, Broadcast, e-mail

**Internal Publicity**

ESK, Kiwanis Magazine, Club Newsletter



**DUE BY NOV. 1, 2008**

**Required Media**

- Club bulletin/newsletter (1 copy)       Print Media - Daily/weekly newspaper  
 Date \_\_\_\_\_ (attach copy)      Date \_\_\_\_\_ (attach copy)

**Submitted by**

Name \_\_\_\_\_ Club Title \_\_\_\_\_  
 Club Name \_\_\_\_\_ Division \_\_\_\_\_  
 Mail Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Article or Documentation Provided:**

- Clipping(s)     Photo(s)     Video/Tape/CD     Electronic     \_\_\_\_\_

**Send to**

Public Relations Award, N. Y. District Kiwanis, 2104 Willow Street, Wantagh, NY 11793  
 Janice Seyfried, TAG/Public Relations Chairperson Tel: 516.826.6344 Email: KiwanisPR@aol.com