



## **PUBLIC RELATIONS COMMITTEE – PUBLIC RELATIONS AND WEBSITE CONTESTS**

Robert D. Weitzman, Public Relations Chairman

The NYS Council has two approved competitions in the public relation field. The Media Competition will consist of any conventional media such as television, radio, newspapers, fliers, church bulletins, diocesan catholic press, etc. This competition has already begun. Any type of advertisement you have done from March 20, 2010 will be eligible (note- Councils Bulletins are not eligible there is another competition for them). The competition includes all articles beginning March 20<sup>th</sup> because many of our councils are involved with scholarship programs as well as other programs. Therefore, this will allow many councils the opportunity to include their spring articles, a period when many councils' activities are highly publicized. The second competition covers the use of your Council's Website. The Web competition has also begun. **NOTE: The deadline to enter into the Website Contest is November 1st, 2010.** The reason for this is that one of the judging requirements is to determine how often the website is updated.

### **Rules for the Conventional Media**

- All entries must be dated, if television or radio are used a transcript, CD's, VHS, or DVD's is to be entered showing dates.
- Newspaper clippings such as announcements, captioned photos, interviews, etc should include the name of the newspaper and date of publication. Please submit a hard copy.
- All entries must state the name and number of the council, district number, Grand Knight's name and the council's public relation chairman.
- All entries must be submitted by March 15, 2011.

### **Rules for internet web sites**

- The site will be reviewed periodically by the Public Relation Committee evaluating the message, overall appearance, design, how often the site is updated, ease of navigation, links to other pertinent sites, and the overall quality of the site.
- Contents about upcoming events, outcome of events, information on who the Knights are and what the Knights do for your church and community, contact name and e-mail address for prospective members.
- The web address for the council site along with the email address of the webmaster needs to be sent to Bob Weitzman by e-mail ([rdw@stny.rr.com](mailto:rdw@stny.rr.com)).

In both competitions, winners will be selected from each of the three major conferences and will be acknowledged at the State Convention. If you have any questions you may contact me by e-mail [rdw@stny.rr.com](mailto:rdw@stny.rr.com) or phone 607-563-2378

All materials will be available for return only at the 2011 Convention. If you are not attending, please arrange for someone to pick up your documents.