



Business and Professional Women / PA

To achieve equity for all women in the workplace through advocacy, education and information.
www.bpwpa.org

Public Relations Contest 2019-2020

- Category 1-** Best Local Organization Facebook, Instagram, Twitter or Website.
- Entries can be for a Local or District. Please provide the number of Followers, Friends, Tweets or hits.
- Category 2-** Best Local Organization Story or Announcement by a Newspaper.
- This category is for a single story or event publicized in the newspaper. Please provide original publication or legible copy that confirms this.
- Category 3-** Best Local Organization PR effort involving the use of Video Recordings, Radio, TV, Billboards, Magazines, Newspapers, etc.
- For judging purposes please provide estimated number of individuals reached and include an explanation or sample.
- Category 4-** Best L.O. Newsletter informing members about BPW matters.
- The Local Organization selects 1 entry for this submission.
- Category 5-** Best publicity for a Local Organization or District Event or meeting using 2019-2020 BPW/PA theme Reach Beyond The S.T.A.R.S. – Stronger Together Advocating Resources Survivors.
- Local or District provide details of the event and how the event was publicized.
- Category 6-** Best Local Organization Public Relations promoting National Business Women's Week (October 21-25, 2019) using any form of public relations.
- For this entry please describe the type of PR used and the number of individuals reached.
- Category 7-** Best Local Organization Webinar concerning any plank of the 2019-2020 BPW/PA Legislative Platform. Provide details regarding the Webinar.

Contest period runs April 1, 2019 through March 31, 2020.



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