Support Team Kent and register to be an organ donor at tonight’s game!

DO IT NOW

Support Team Kent and register to be an organ donor at tonight’s game!
MEDIA ADVISORY FOR FLASH MOB

WHO: The Kent State University Do It Now Team. The Do It Now College Challenge is a campaign sponsored by the Donate Life Ohio. The goal of the campaign is to recruit 400,000 new organ donors in Ohio.

The College Challenge is a statewide competition against 13 colleges and universities. The Kent State team’s target audience is residents of Cuyahoga, Geauga and Portage counties. The Kent State team is at 51 percent of its goal, and is using April, which is National Donate Life Month, to draw attention to the cause and to register new donors.

For more information about the competition visit: http://www.doitnowohio.org/kent/

WHAT: The Kent State Do It Now team and other Kent State students will participate in a “flash mob” to kick-off National Donate Life Month. Flash mobs have typically been performed simply to cause confusion, by having a group of people freeze in place for five minutes.

The flash mob at Kent State will incorporate facts about organ donation and students will be given the opportunity to register to become organ donors. The entire demonstration will last for five minutes.

YouTube video from a Flash Mob in Grand Central Station: http://www.youtube.com/watch?v=jwMj3PJDxuo

YouTube video from a Flash Mob at Miami University: http://www.youtube.com/watch?v=3wvk7eEq7HQ

WHEN: Wednesday, April 2 at 2:15 p.m.

WHERE: At Kent State’s campus in Risman Plaza, located between the Kent State Student Center and Library building.

CONTACT: Julie McKinney, public relations student
814-671-1334/ jmckinn2@gmail.com

Michele Ewing, Assistant Professor
330-672-4288 / 330-719-8475/ meewing@kent.edu
Competition

- The Do It Now College Challenge, sponsored by Donate Life Ohio, is a statewide competition among 13 colleges and universities.
- The goal of the campaign is to recruit 400,000 new organ donors in Ohio.
- The Kent State team has a goal of recruiting 14,571 organ donors in Cuyahoga, Geauga and Portage counties. As of March, the Kent State team has achieved 51 percent of its goal, registering 7,429 donors.
- The team, comprised of seven public relations students, is integrating and implementing two plans created by the fall 2007 Public Relations Campaigns class.
- The Kent State team will present the campaign and its results in May, and has the opportunity to win $5,000 for Kent State’s PRSSA chapter.

Visit the Kent State Do It Now Web-site http://www.doitnowohio.org/kent/

Organ Donation

- Nationally 18 people will die each day waiting for an organ. In Ohio, 214 people died while waiting for an organ transplant in 2006.
- A single donor can save up to eight lives through organ donation and improve the lives of up to 50 people through tissue donation.
- If one chooses not to join the Ohio Donor Registry, then the family must make the decision whether or not to donate organs or tissue.
- Nearly 50 percent of all Ohioans with drivers’ licenses and state identification cards are registered organ and tissue donors.

The Kent State Flash Mob

- The Kent State Do It Now Flash Mob kicks off National Donate Life Month.
- Participants were recruited using social networking site, Facebook, and word-of-mouth communications.
- Wikipedia defines a flash mob as: “A large group of people who assemble suddenly in a public place, perform an unusual action for a brief period of time, then quickly disperse.”
- Flash mobs have been performed in Grand Central Station, Miami University’s campus and various other locations and campuses throughout the world.
Kent State Public Relations Students host a flash mob to launch National Donate Life Month

Kent, Ohio – April 2 – Kent State University public relations students organized a flash mob on the Kent campus today to spotlight the need for organ donors. April is National Donate Life Month.

A flash mob is defined as: “A large group of people who assemble suddenly in a public space, perform an unusual action for a brief period of time, then quickly disperse.” The goal was to attract attention for the need for organ donations and to give Kent State students and others the opportunity to register.

Nationally 18 people will die each day waiting for an organ. In Ohio, 214 people died while waiting for an organ transplant in 2006.

The Kent State public relations students are participating in the Do It Now College Challenge, a statewide competition among 13 colleges and universities in Ohio sponsored by Donate Life Ohio. The goal of the campaign is to recruit 400,000 new organ donors in Ohio.

“Often, this is a subject that people don’t want to think about it,” says Julie McKinney, a junior public relations major and PRKent Do It Now team member. “Ultimately, organ donors save lives. We want to educate people about organ and tissue donation. And, hopefully, we can successfully encourage people to become donors.”

Becoming a donor is simple. Ohio residents can sign-up while renewing their driver’s license or visit the PRKent Do It Now team’s Web site at www.doitnowohio.org/kent.

A single donor can save up to eight lives through organ donation and improve the lives of up to 50 people through tissue donation.

more
Kent State’s campaign to increase organ donors was developed in the fall 2007 Public Relations Campaigns class and is being implemented by a team of Kent PR students throughout spring semester.

“Since this is a real public relations campaign, the students are learning that a good idea on paper isn’t necessarily an easy idea to execute,” says Michele Ewing, a Kent State assistant professor and faculty adviser for the project. “This campaign is giving the students valuable experience and an opportunity to learn how they can use their communications skills to make a meaningful difference in people’s lives.”

The challenge to the student teams competing at Ohio universities is to register as many new donors as possible by May. Each university has its own predetermined registration goal, based on its surrounding population. The goal for Kent State is set at 14,571, and there have been 7,429 donors registered as of late March.

In addition to the flash mob, Kent’s PR students are using a variety of other tactics to increase donor registration, but one of the innovative ways they are increasing awareness for this campaign is through the social networking site Facebook. Students have created a Facebook page to inform other students and peers about the campaign.

“The flash mob was an effective way to get the Kent community to pause for an important cause today,” says McKinney. “It also was a fun experience.”

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Assistant Director, University Media Relations
(330) 672-8595
srainone@kent.edu

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National Statistics

- 98,000 people currently await life-saving organ transplants in the United States.
- 2,500 Ohioans are waiting for an organ transplant.
- Every 16 minutes, a new name is added to the national waiting list.
- One Ohioan dies each day waiting for a transplant.

Minority Facts

- 20 percent of the U.S. population is represented by minorities.
- 50 percent of the national waiting list is comprised of minorities.
- Minorities are more likely to suffer from conditions that lead to organ failure, such as diabetes, hypertension and hepatitis.
- An organ donor can save seven lives and enhance the quality of life for 50 others through eye and tissue donation.

Donation Process

- A person, who dies due to cardiac arrest, where the heart stops pumping blood to the organs, can be a tissue and eye donor.
- Organ donation includes: heart, liver, kidneys, lungs, pancreas, intestine, skin and eyes.
- Tissue donation includes: bone, tendons, ligaments, vessels, heart valves and middle ear bones.
- Anyone can be an organ donor. Medical suitability for donation is determined at the time of death.

How to Register

- Medical suitability for donation is determined at the time of death.
- Register at your local BMV.
- Register by completing a paper enrollment form.
- Register online at www.doitnowohio.org/kent

Misconceptions

- **Organ donation is against my religion.** All major religions support organ and tissue donation as the ultimate act of charity.
- **Lack of medical treatment for donors.** Donation is only considered after all life-saving efforts have failed and death has been pronounced.
- **Families have to pay for donation.** There are never any costs to the family for their gift of donation.

###
“My command is this: **love** each other as I have loved you”

John 15:12 (NIV)

**What greater act of love is there than to give life?**

After creating the world, God made man and with a rib from that man he created woman. Here is the first example of donating life.

Nationally 18 people die each day waiting for an organ. You can change that! You can save lives.

The bible speaks of showing **love** to your neighbors. All across Ohio you have neighbors in need. Please, register to be an organ and tissue donor and give the greatest gift of **love** possible, **LIFE**!

You can register online at: [www.doitnowohio.org/kent](http://www.doitnowohio.org/kent) or with Donate Life Ohio representatives who will be here on ____________

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Save a Life. Be a Donor.

[www.doitnowohio.org/kent](http://www.doitnowohio.org/kent)
RADIO PSA ANNOUNCEMENT

CONTACT:
Julie McKinney
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jmckinn2@kent.edu

Lyndsay Elliott
KSU public relations student
(740) 312-3110
lelliottz@kent.edu

Kill date: May 1, 2008
:10
On any given day in Ohio, nearly 3,000 people are waiting for an organ transplant. Register to be an organ donor at doitnowohio.org/kent. Be a hero.

:10
Nationally, 18 people will die each day waiting for an organ. Be a donor by registering at doitnowohio.org/kent. Sign up today. Be a hero.

Kill date: February 24, 2008
:20
Anyone can register to become an organ donor. A single donor can save up to eight lives through organ donation and improve the lives of up to 50 people through tissue donation. Register to be an organ donor. Do it now at your local BMV or online at doitnowohio.org/kent. Or, stop by the Donate Life Ohio registration table at the Women’s Kent vs. Akron game on Feb. 23. Be a hero.

Kill date: March 5, 2008
:20
Anyone can register to become an organ donor. A single donor can save up to eight lives through organ donation and improve the lives of up to 50 people through tissue donation. Register to be an organ donor. Do it now at your local BMV or online at doitnowohio.org/kent. Or, stop by the Donate Life Ohio registration table at the Men’s Kent vs. Miami game on March 4th. Be a hero.
T-SHIRTS

T-shirts, featuring the Hero logo created by PRKent, were distributed to organ donors and volunteers. PRKent screened the white shirts provided by Donate Life Ohio and screened additional navy blue shirts (KSU color).
## NEWS COVERAGE

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<th>Story</th>
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<td>Daily Kent Stater</td>
<td>Donate Life registers 7,429 new organ donors, only half way done</td>
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<td>Student who received liver transplant as a child now works to recruit donors</td>
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<td>Flash mob freezes in plaza for organ donor cause</td>
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<td>Akron Beacon Journal</td>
<td>Kent State ‘flash mob; stops students in their tracks</td>
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<td>Ohio colleges look to recruit organ donors</td>
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<td>Mobbing for organ donation</td>
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<td>Kent State TV2</td>
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**TV2 Newscast**

**Wednesday, April 30**
- Donate Life Ohio meets 61 percent of its goal.
- Kent State fashion students Rock the Runway tonight.
- The Kent State faculty rejection letter contract proposal.

5:30 News with Lyndsay Petruny and Krittika Chaitjee

[More Newscasts](#)

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**TV2 Newscast**

**Wednesday, April 2**
- Flames fly in Prentice Hall.
- A student-protest organization takes a stand.
- Kent State hires Greg Ford as its new men's basketball coach.

5:30 News with Lyndsay Petruny and Kyle Miller

[More Newscasts](#)
### Online Coverage

Via PR Newswire distribution, some additional placements secured on media Web sites.

**Release headline:** Kent State Public Relations Students Host a Flash Mob to Launch National Donate Life Month

**PRN Release ID:** CLW132  **Release clear time:** 04/02/2008 16:57

View your release posted on:

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FLASH MOB