

# PUBLICITY REPORT FORM

April 1 - March 31

Reproduce this form as necessary

Chapter Name & Number: \_\_\_\_\_ Number of Members: \_\_\_\_\_

Date Chartered: \_\_\_\_\_ City: \_\_\_\_\_ District: \_\_\_\_\_

## Publications

1. # \_\_\_\_\_ Each story submitted to State Newspaper 10 points each
2. # \_\_\_\_\_ Each story or photo submitted to The Jonquil. 15 points each
3. # \_\_\_\_\_ Each newspaper announcement of ESA meeting. 10 points each
4. # \_\_\_\_\_ Each photo submitted to newspaper. 25 points each
5. # \_\_\_\_\_ Each feature story about ESA International or an ESA member submitted to a magazine not ESA related. 100 points each

## Radio and Television

6. # \_\_\_\_\_ Each (different wording/message) PSA (Public Service Announcement) broadcast on radio (not related to number of times the spot is broadcast) 40 points each
7. # \_\_\_\_\_ Each (different wording/message) PSA broadcast on television (not related to the number of times the spot is broadcast). 50 points each
8. # \_\_\_\_\_ Each public affairs appearance or news event broadcast on television or radio. 75 points each
9. # \_\_\_\_\_ Attending an ESA sponsored workshop that includes a speaker from the print or broadcast media or a public relations specialist from a business or university/college. (Name of speaker and media). 25 points each

## ESA Events Internal/External)

10. # \_\_\_\_\_ Each different poster, certificate, billboard, marquee or T-shirt designed and used to promote ESA events. (Do not count multiple points for the number printed or produced) 25 points each
11. # \_\_\_\_\_ Attending outside public relations workshop or class. 35 points each
12. # \_\_\_\_\_ Providing library subscription of THE JONQUIL 20 points each
13. # \_\_\_\_\_ Presenting ESA award to outstanding community citizen 20 points each
14. # \_\_\_\_\_ Each speech, slide, or film presentation given to a group outside ESA. 50 points each
15. # \_\_\_\_\_ Short narrative report of your outstanding accomplishments in Public relations during this ESA year. 20 points each
16. # \_\_\_\_\_ Turn in a Scrapbook of events, and accomplishments during this ESA Year. 150 points each
17. # \_\_\_\_\_ Other Publicity: Please explain ... Be brief.

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**MAIL COMPLETED FORM TO THE: STATE PUBLICITY CHAIRPERSON  
POSTMARKED BY APRIL 1ST.**