

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.

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