



PUBLICITY REPORT FORM

April 1 - March 31

Reproduce this form as necessary

Chapter Name & Number: _____ Number of Members: _____

City: _____ District: _____

Publications

1. # _____ Each story submitted to the News & Views 10 points each
2. # _____ Each story or photo submitted to The Journey. 15 points each
3. # _____ Each newspaper article about an ESA meeting or event. 10 points each
4. # _____ Each photo submitted to newspaper. 25 points each
5. # _____ Each feature story/photo about ESA International or an ESA member submitted to a magazine or newspaper not ESA related. 100 points each
6. # _____ Each book review that is submitted by a chapter member and posted on the IC ESA website (*epsilonsigmaalpha.org/books*) 50 points each

Radio and Television

7. # _____ Each (different wording/message) PSA (Public Service Announcement) broadcast on radio or television using the ESA template provided from ESA HQ (not related to number of times the spot is broadcast) 50 points each
8. # _____ Each ESA branded event broadcast or covered on television or radio or other media outlets. 75 points each

ESA Events (Internal/External)

9. # _____ 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
10. # _____ Host a "join ESA" booth at an ESA or community event. 100 points each
11. # _____ Presenting ESA award to outstanding community citizen 20 points each
12. # _____ Each speech, slide, or film presentation about ESA given to a group outside ESA. 50 points each
13. # _____ Short narrative report of your outstanding accomplishments in public relations during this ESA year. (i.e. Chapter History) 20 points each
14. # _____ Turn in a Scrapbook of events, and accomplishments during this ESA Year. 50 points each

ESA and Social Media

15. # _____ Create and/or maintain a chapter Website 100 points each
16. # _____ Create and/or maintain a chapter social media platform (i.e. Facebook, Twitter, etc.) 100 points each
17. # _____ Each social media post promoting an ESA event 25 points each
18. Other Publicity: Please explain ... Be brief.

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