

Public Relations Reporting Guidelines:

News = count all newspaper articles & other magazine articles, periodical mentions and media references. Emphasis is on Elk articles and photos; not obituaries - 1 pt. each. **Newspaper & Elks Magazine circulation is NOT to be considered.**

TV = count television messages highlighting Elk activity - 1 pt. Scrolling community message boards at the bottom of the screen - 1 pt. each day played.

Radio = count all radio messages highlighting Elk activity. The (7) individual pre-recorded messages on the Public Service Announcement (PSA) audio CD can be quite effective with a locally recorded tag line from the Lodge spokesperson. Visit your local radio station for a share of their community service time allocation - 1 pt. each time played.

Signs = count your Lodge identity sign(s), billboards, electronic signs, community service sign-boards entering town, displayed "Elks Care-Elks Share" & Drug Awareness, Elks-USA, Veterans Remembrance, Elks Partners in Scouting/Education, Lodge activity signs, Lodge recreation club signs, Get Acquainted Day posters - 1 pt. per month

Email/website = count external electronic correspondence and incoming web site inquiries, connects, linkages or "hits" by those **inquiring about Lodge programs** (not internal administrative matters) - 1 pt. each per month. **Lodge Bulletins sent to members do not count**; only bulletins sent to non-Elk organizations e.g. government entities (Mayors, Libraries, Congressmen, School officials...) should be counted - 1 pt. each per month.

Other = count parades - 10 pts.; speakers to outside groups - 5 pts.; fairs/trade shows - 5 pts.; Elks magazine articles, - 2 pts.; Magazine features - 5 pts.; letters, notes, event programs, invitations, thank you notes, Proclamations, Student Dictionaries distributed, "letssaythankyou" cards sent to Servicemen serving overseas (must be reported at a Lodge meeting to be counted), Lodge bulletin articles - 1 pt. **Billing Statements to Members do not count.**

PUBLIC RELATIONS CONTEST POINTS, ADDITIONAL

Contest runs from October 2009 - May 2010. Deadline is 5th of each month November 2009 – June 2010

All points from monthly report above count. If not received by the 5th, numbers do not count for that month. Documentation of each item must be available when requested (scrapbook, etc.)

Your reports need to be into the District Public Relations Chair by the 5th of each month. Please send only the completed score sheet. If you are a District Lodge winner you will be asked to submit documentation for the final judging and to have on display at the State Convention where the winner will be announced.

Grand Lodge PR Contest participation in "Best Single Event", "Best Image of Elkdom" and "Focus on the Community" contests- 10 pts. each entry.

Youth Activities - 5 pts. for participation in Hoop Shoot, Soccer Shoot, sponsorship of a youth activity, Student of the Month, Sponsor a Boy Scout or Girl Scout Troop or Other youth activity.

Drug Awareness - 5 pts for participation in DA Essay Contest; Hard Choices Essay Contest or Poster Contest or Other DA activity.

Americanism - 5 pts for participation in Flag Day Ceremony; 1 point for each Americanism Essay Contest entry or other Americanism activity.

Veterans - 5 pts for participation in each activity, Adopt-A-Vet, Army of Hope, Hospital Visits, Veterans Day observance or other Veterans activity.