



PUBLICITY/PUBLIC RELATIONS  
20212-2022 Chapter Award

Publicity Chairman: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Chapter Name and Number: \_\_\_\_\_

PUBLICATIONS:

1. 10 points for each story published in State Newspaper. \_\_\_\_\_
2. 15 points for each story or photo published in the JONQUIL. \_\_\_\_\_
3. 10 points for each newspaper announcement of ESA meeting. \_\_\_\_\_
4. 25 points for each news release, article or feature story published in newspaper. \_\_\_\_\_
5. 25 points for each photo published in newspaper. \_\_\_\_\_
6. 100 points for each feature story about ESA International or an ESA member published in a magazine/newspaper not ESA related. \_\_\_\_\_

RADIO & TELEVISION:

7. 40 points for each (different wording/message) PSA (public service announcement) broadcast on radio (not related to the number of times the spot is broadcast.) \_\_\_\_\_
8. 50 points for each (different wording/message) PSA broadcast on television (not related to the number of times the spot is broadcast.) \_\_\_\_\_
9. 75 points for each public affairs appearance or news event broadcast on radio or television. \_\_\_\_\_
10. 25 points for 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. \_\_\_\_\_

ESA EVENTS (Internal/External):

- 11. 25 points for each different poster, certificate, billboard or T-shirt designed and used to promote ESA events. (Do not count multiple points for the number printed or produced.) \_\_\_\_\_
- 12. 35 points for attending outside public relations workshop or class. \_\_\_\_\_
- 13. 20 points for presenting ESA award to outstanding community citizen. \_\_\_\_\_
- 14. 50 points for each speech, slide or film presentation given to a group outside of ESA. \_\_\_\_\_
- 15. 20 points for a short narrative report of your outstanding accomplishments in public relations during this ESA year. (Attach report to presentation book.) \_\_\_\_\_
- 16. 25 Points for creating a website for an ESA Event \_\_\_\_\_
- 17. 20 Points for promoting an event using social media, ie. Facebook & Twitter. (Only count 1 of the uses) \_\_\_\_\_

To be eligible for judging, entries (accompanied by “copy” for EACH activity) should be submitted in book form. (This “COMPLETED” form MUST accompany presentation book.)

All entries must be postmarked no later than May 15, 2022 and mailed to:

Elaine Weller  
8038 Cheswick Dr  
Indianapolis, IN 46219

All books will be returned to the chapter.