



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.