

Directions to Fill Out PR Form

News =

Count all newspaper articles, magazine articles, periodical mentions, media references. Emphasis is on Elks, articles and photos, NO Obituaries - 1 pt.

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 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, and 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

E-mail/web site =

Count external electronic contacts and incoming website inquiries, connects, Linkages, or "hits" by those inquiring about Lodge programs.

(Not internal administrative matters) - 1 pt. ea

Lodge bulletins sent to members do not count; only bulletins sent to non-Elk organizations (E.g. government entities)

(Mayors, Libraries, Congressmen, School officials, etc...) - 1 pt. each per month

Other =

Parades 10 pts;

Speakers to outside groups 5 pts;

Fairs/trade shows 10 pts

Magazine features 2 pts

Letters, notes, event programs, invitations, thank you notes,

Proclamations, Student Dictionaries distributed,

"Let's Say Thank You" card sent to Servicemen serving overseas

Lodge bulletin articles by Officers - 1 pt ea.

Billing statements to Members do not count.