



\_\_\_\_\_ Lodge # \_\_\_\_\_ Public Relations Report for \_\_\_\_\_  
(month/year)

\_\_\_\_\_ District \_\_\_\_\_ Elks Association  
(state)

Lodge Public Relations Chairperson: \_\_\_\_\_

Items Published:

<u>News</u>	<u>TV</u>	<u>Radio</u>	<u>Signs</u>	<u>E-mail/Web</u>	<u>Other</u>	<u>TOTAL</u>
_____	_____	_____	_____	_____	_____	_____

District Public Relations Chairperson should be on each Lodge's bulletin distribution list.  
Lodge PR Reports are due on/before the 5<sup>th</sup> day of each month.

Public Relations Reporting Guidelines:

News = Count all newspaper & Elks Magazine articles, other magazine articles, periodical mentions, and media references. Emphasis is on Elks articles and photos; not 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 time 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 signs(s), billboards, electronic signs, community service sign-board-sentencing 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 = Count external electronic contacts and incoming website inquiries connects, linkages, or "hits" by those inquiring about Lodge programs. (Not internal administrative matters) – 1 pt. each. 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.) should be counted – 1 pt. each per month.

Other = Count 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, "lets say thank you" card sent to Servicemen serving overseas, Lodge bulletin articles by Officers – 1 pt. each. Billing statements to Members do not count. Newspaper and Elks Magazine circulation is NOT to be considered.

Name \_\_\_\_\_ Res. Phone \_\_\_\_\_  
(Lodge Public Relations Chair)

Address \_\_\_\_\_ Bus. Phone \_\_\_\_\_

\_\_\_\_\_ Fax \_\_\_\_\_

\_\_\_\_\_ E-mail \_\_\_\_\_

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