



BENEVOLENT & PROTECTIVE ORDER OF ELKS

Lodge# Public Relations Report for (month/year)
District Elks Association (State)

Lodge Public Relations Chairperson:

Items Published:

News TV Radio Signs e-mail/web Other Total

District Public Relations Chairman should be on each Lodge bulletin distribution list.

PR Reports due on / before the 5th day of each month.

Reporting Guidelines:

- News = count all newspaper articles, magazine articles, periodical mentions, media references. Emphasis is on Elk articles and photos; not just obituaries - 1 pt
TV = count all television messages highlighting Elk activity including community message boards - 1 pt each time played
Radio = count all radio messages highlighting Elk activity. The (5) individual pre-recorded messages on the Drug Awareness audio cassette can be quite effective with a local 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 (rentable), community service message boards, displayed Elks Care, Elks Share & Drug Awareness signs, Lodge activity signs, Lodge club signs, Get-Acquainted Day posters - 1 pt per month
E-mail/web site = count external electronic correspondence just as letters (below) and every every incoming web site inquiry, connect, linkage, or "hit" by those inquiring about Lodge programs. (not internal administrative matters) - 1 pt ea
Other = count parades 10 pts; speakers to outside groups 5 pts; fairs/tradeshows 10 pts; magazines 2 pts; letters, notes, event programs, invitations, thank you notes, Proclamations, Student Dictionaries distributed, letssaythanks.com cards sent to Servicemen serving in Iraq, event announcements, Lodge bulletin articles, flyers 1 pt ea

Name: Public Relations Chairman

Res. phone: Bus. phone: Cell phone:

Address:

Fax: e-mail: .com