

**ESA - MISSOURI STATE COUNCIL
PUBLICITY/OUTREACH REPORT
March 1st - February 28th**

CHAPTER NAME _____ **CHAPTER #** _____

PUBLICITY CHAIR _____

ADDRESS _____ **CITY/STATE/ZIP** _____

PUBLICATIONS **TOTAL**

- | | |
|---|-------|
| 1. Chapter news articles submitted to the Hawthorne | _____ |
| 2. Chapter articles submitted to "Jonquil" (non-published) | _____ |
| 3. Chapter articles or photos published in the "Jonquil" | _____ |
| 4. News releases, articles or features published in a newspaper | _____ |
| 5. Photos published in a newspaper | _____ |
| 6. Feature story about ESA or an ESA member published in a magazine/newspaper - not ESA related | _____ |

RADIO OR TELEVISION

- | | |
|--|-------|
| 7. Public service announcement broadcast on radio
(Different wording - not # of times airing of same spot) | _____ |
| 8. Public service announcement broadcast on television
(Different wording - not # of times airing of same spot) | _____ |
| 9. Public affairs appearance on television or radio | _____ |
| 10. Presented ESA video to a group | _____ |
| 11. Each different poster, certificate, billboard, T-shirt designed and used to promote ESA events (not total number produced - must state chapter name, event, date, etc.) | _____ |
| 12. Attended outside public relations workshop or class (# attending) | _____ |
| 13. Presented ESA award to an outstanding community citizen | _____ |
| 14. Gave speech or presentation to a group outside of ESA | _____ |

COMMUNITIONS

- | | |
|---|--------------------|
| 15. How many in your chapter have e-mail? | _____ |
| 16. Has your chapter developed a web site? | Yes _____ No _____ |
| 17. Does your chapter utilize social media? | Yes _____ No _____ |

CHAIRMAN

18. Write a short report of your efforts in publicity and public relations during the past year.
NOTE: A copy of the published article(s) must accompany notes. Please send a "copy" of all the public service announcements sent to the radio and television station(s) - including dates and station names or call letters. All of this is necessary for your entry to be considered for judging.

All reports must be postmarked not later than February 28.

Mail reports to: Diane Goold
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St. Joseph, MO 64506
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cdgoold@yahoo.com