



LINCOLN Lodge# 80 Public Relations Report for January / 2012
(month/year)

East District, NEBRASKA Elks Association

Lodge Public Relations Chairperson: Stephen F. Wirth

See Clarification of Points on Attached Pages 2 and 3 of This PR Report

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>
0		0		0		12,642		2,385		259		15,286

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

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

Public Relations Reporting Guidelines:

- News** = count all newspaper articles, Elks Magazine and other magazine articles, periodical mentions, and media references. Emphasis is on Elk 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 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 a 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, 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, ...) should be counted – **1 pt. each per month.**
- Other** = count parades **10 pts**; speakers to outside groups **5 pts**; fairs/tradeshows **10 pts**; Magazine features **2 pts**; letters, notes, event programs, invitations, thank you notes, Proclamations, **Student Dictionaries** distributed, **lets say thanks.com** cards sent to Servicemen serving overseas, Lodge bulletin articles by Officers - **1 pt ea. Billing statements to Members do not count. Newspaper & Elks Magazine circulation is NOT counted.**

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Points Breakdown

Public Relations Report dated January, 2012 Continued:

News =

TV =

Radio =

Signs =

Club and Posters:

Elks Lodge No. 80 Sign/Emblems = **9 Pts**

7th Annual Scholarship Fund, Inc. Pancake Feed = **3 Pts**

Electronic billboard sign advertising pancake feed = **20,160 Pts**

(60 times per hour X 24 hours in a day X 14 days of advertising)

Billboard Sign (set up for 3 days) = **3 Pts**

Sub Total = 12,642 Pts

E-mails =

Various programs including:

Local Hoop Shoot = **6 Pts**

District Hoop Shoot = **4 Pts**

State Hoop Shoot = **3 Pts**

Pancake Feed = **25 Pts**

Home and Garden Show = **10 Pts**

Sub Total = 48 Pts

Points Breakdown, Continued;

Public Relations Report dated January, 2012 Continued:

Website =

Lincoln Elks Lodge #80 Hits (www.elks80.org)

Hits in January, 2012 = **2,061 Pts**

Elks National Level Hits for Lodge #80 (from 01/01/12 to 01/31/12)

Hits in January, 2012 = **276 Pts**

Sub Total = 2,337 Pts

Other =

January, 2012 Elk-O-Gram Officer articles = **11 Pts**

Local Hoop Shoot volunteers (5 pts X 20 in Elks shirts) = **100 Pts**

Drug Awareness mascot (Elroy) present = **1 Pt**

District Hoop Shoot volunteers (5 pts X 15 in Elks shirts) = **75 Pts**

Drug Awareness mascot (Elroy) present = **1 Pt**

Pancake Feed volunteers (5 pts X 14 in Elks shirts) = **70 Pts**

Drug Awareness mascot (Elroy) present = **1 Pt**

Sub Total =259 Pts

Total = 15,286 Pts