

Earl Marlin Awards Program Reporting Form

Chapter:

Contact Person and Phone Number:

Each Chapter should complete the form, make a copy for chapter files, and forward original to the Earl Marlin Awards Committee Chairperson by January 31.

	Point Value	No of Times	Total Points
TV Coverage			
Less Than One Minute	30	_____	_____
More than One Minute	60	_____	_____
Radio Coverage			
Less Than One Minute	15	_____	_____
More than One Minute	30	_____	_____
Chapter Websites (Points Per Year)			
One Page – No Updates	25	_____	_____
One Page – Updated Monthly	100	_____	_____
Interactive multi page updated Monthly	250	_____	_____

	Point Value		No of Times	Total Points
Print Media (newspapers, etc.)				
(photo's are measured on longest side)				
Size	Color	B/W		
Less Than 3"	10	5	_____	_____
3 to 5.99"	20	10	_____	_____
6 to 7.99"	25	15	_____	_____
8 to 9.99"	30	20	_____	_____
10 to 11.99"	40	30	_____	_____
12" or longer	60	40	_____	_____
Headers with letter Height to 3/8"		1	_____	_____
Headers with height Greater than 3/8"		2	_____	_____
Mention of SAR in Header		1 extra	_____	_____
Text				
1 point per 25 words or partial 2 points if SAR or Chapter is Mentioned in an article not about the SAR. Limited to one mention per article.			_____	_____
GRAND TOTAL OF POINTS			_____	

Any ongoing, or repeated form of publicity that accumulates more than 150 points will be evaluated by the Publicity Committee. In no event shall the accumulated total for points for repeated forms of publicity exceed 50% of all other publicity points submitted during the award year. For example, daily, weekly, or monthly newspaper columns in one or more editions, repeated coverage of the same news event by the broadcast media, repeated TV or radio spots with the same theme, even if the contents change daily, weekly or monthly.