

Earl Marlin Publicity Contest

Revised Rules 2011

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Compiled by the Florida Society Publicity Committee

Harold Crapo, Member

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James S. Welch, Jr., Earl Marlin Contest Chairman

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Pictures

Color Pictures (longest side)

Less than 3"	10 points
3" to 5.99"	20 points
6" to 7.99"	25 points
8" to 9.99"	30 points
10" to 11.99"	40 points
12" or greater	60 points

Black and White

Less than 3"	5 points
3" to 5.99"	10 points
6" to 7.99"	12.5 points
8" to 9.99"	15 points
10" to 11.99"	20 points
12" or greater	30 points

Headers

Letter height to $\frac{3}{8}$ inch	1 point per header
Letter height more than $\frac{3}{8}$ inch	2 points per header
Mention of the SAR in the Header	1 extra point

Text

Letter height up to $\frac{1}{8}$ "	1 point per 25 words Or less
Letter height greater than $\frac{1}{8}$ "	2 points per 25 words Or less
Mention of SAR in Article <u>not about the SAR</u>	10 points
Mention of SAR Chapter in article <u>not about the SAR</u>	10 points
Mention of a SAR contact person, and number in the article	10 points

Air Time (less than 1 minute)	30 points
Air Time (more than 1 minute)	60 points
With Public Speaking add:	75 points

(This is network TV coverage and is per event, no limit on the number of events, but an event may only be counted once.)

Loop Television

1. Government channels usually 4 times per day with a 7 day cycle without speaking, cycle to be counted only once as a single event. (Examples: parade footage, public functions, color guard presentations).

Total 30 points

2. Government channels usually 4 times per day with a 7 day cycle with speaking, cycle to be counted only once as a single event. (Examples: services where a wreath is placed and necrology report is given, acceptance speeches for proclamations given to City or County Commissions.)

Total 60 points

3. Public Service Channels for nonprofits with a loop ad usually 4 to 6 times per hour 24 hours per day 365 days cycle. The cycle is counted only once as a single event.

Total 150 points

Public service announcements, per event/per Radio station 30 points
(This is a item that is announced on the radio i.e. Knight Essay, Rumbaugh Oration, Poster Contest something in which the general public can participate. (Can only count for a chapter if the radio station is within the Chapters geographical area). A copy of the script, date aired and Radio Station call letters must be submitted.

Radio interviews, discussion groups, date, time, Station call letters must be included. 40 points

FLSSAR Keyhole to History 50 points
(This is per radio station within the geographical area of the Chapter , i.e. St Lucie River only gets credit for stations based in St. Lucie, Martin or Okeechobee Counties)

Chapter Newsletter posted to the internet on the FLSSAR Web Page. 5 points per issue posted, maximum	60 points
Chapter website linked to FLSSAR site static (no up grading, non interactive)	50 points
Chapter website linked to FLSSAR site, monthly maintenance, interactive	125 points
Chapter website linked to FLSSAR site, monthly maintained, interactive, with photo gallery of chapter activities	250 points
All commercial media websites, TV, Radio, Print activities (count as one event)	
Video clips	25 points
Audio clips	15 points
Photographs	10 points
Text	1 point for each 25 words or part of 25 words (i.e. 60 words equals 3 points)
	1 point for headers that mention SAR
	2 points for headers that mention Chapter and SAR

SAR/Chapter advertisements on Commercial media websites, TV, Radio and Print 1 point for each week the ad runs. 52 points Maximum

All types of media now have websites that have news and public service announcements. It is difficult to discern the differences between them. The points above are an attempt to treat the media website problem fairly.

Miscellaneous

SAR Magazine Chapter Lunch Ads	25 points
Chapter news submitted to the Florida Patriot . with photo additional 10 points maximum 140 points.	25 points Plus 10 pts.
Chapter news submitted to the SAR Magazine with photo additional 20 points maximum 280 points.	50 points Plus 20 pts.
Historical articles or stories printed in the Florida Patriot; With accompanying photos and illustrations	50 points 10 pts/photo
Historical article or stories printed in SAR Magazine With accompanying photos and illustrations	100 points 10pts/photo

Earl Marlin Contest Entry Application

The contest is run on an annual basis, January 1 to December 31 of the calendar year. Entries are submitted to the Earl Marlin Contest Chairman, Hall Riediger, no later than February 1 of the contest year.

Only original copy is needed to be submitted along with any supporting evidence. We suggest that a copy be made and saved in case there is a mishap. Please send publicity items and itemized log* to:

Compatriot Hall Riediger
1702 SW Nantucket Ave
Port St. Lucie, FL 34953-2425

Chapter _____

Submitter's Name _____

Address _____

Phone Number (____) ____ - ____

E-mail address _____

Total Items submitted _____

Total Points _____

* Those chapters that submit a Chapter Book/Scrapbook need to submit an Index by page with the point totals rather than the simplified log.

