

**Navy League of the United States
2006 Public Affairs Recognition Program
Reporting Form**

Council: _____

Due Date: No Later than August 31, 2007

<u>Activity Dates:</u>	<u>Points Earned</u> <u>(Each</u> <u>Occurrence)</u>	<u>Cumulative</u> <u>Points This</u> <u>Activity:</u>	<u>Type of Activity:</u>
_____	X 50=	_____	Establishment or Continuation of a Speakers Bureau. (Credit once per year)
_____	X 50=	_____	Special Promotion of Navy League Scholarship Program.
_____	X 40=	_____	Televised event:(i.e.: coverage of a Navy League activity or sponsored event; interview of a Navy Leaguer on any Navy League/sea service topic. Navy League TV spot announcement.
_____	X 35=	_____	Navy League information/education presentation to non-Navy League audience (Speakers Program event)
_____	X 50=	_____	Presentation to a U.S. Senator or Representative and/or their staff.
_____	X 35=	_____	Navy League sponsorship of a community education program, i.e.: fundraiser for sea services family assistance, blood drive, high school journalism competition program etc.
_____	X 30=	_____	Radio coverage of interview (same criteria as televised event) Navy League radio spot announcement.
_____	X 30=	_____	Newspaper/magazine article or photo that makes reference t to Navy League.
_____	X 25=	_____	Navy League newspaper/magazine advertisement.
_____	X 25=	_____	Publication of at least one issue of council newsletter this quarter.
_____	X 15=	_____	Distribution of news release (whether or not used by media).
_____	X 15=	_____	Navy League recognition of non-Navy Leaguer or organization for support or promotion of Navy League or sea services.
_____	X 15=	_____	Navy League recognition of sea services ship, station, Individual.
_____	X 15=	_____	Procurement of proclamation from city, county or state commemorating Navy League Day or sea service anniversary.
_____	X 50=	_____	Conducted a publicity program in support of Sea Cadet unit, NROTC, etc. units supported by Council.
_____	X 35=	_____	Maintenance of a Council Web Site (*updated every week or sooner = 35 points; every two weeks = 30 points; every month = 25 points; every three months = 20 points; every six months = 10 points; annually 5 points)

Total Cumulative Points for Indicated Period(s): _____

Name and Position of Council Officer
Submitting this report.

Date _____