

# UNIT PUBLIC RELATIONS REPORT FORM 2022-2023

Reporting Date April 1, 2023

UNIT NAME \_\_\_\_\_

Unit Number/District \_\_\_\_\_

Name of Person Reporting \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_ Home# \_\_\_\_\_ Cell# \_\_\_\_\_

Did your unit create a website or social media page? \_\_\_\_\_ If yes, give information

Name of website/social media page with date created:

\_\_\_\_\_

## PRESS/MEDIA INFORMATION

Total Minutes of Broadcasting (Radio/TV) Time \_\_\_\_\_

Does your unit post regularly on: Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ Twitter \_\_\_\_\_

Other, name of platform(s): \_\_\_\_\_

Total Number of Social Media Followers: Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ Twitter \_\_\_\_\_

Other (name of platform/number of followers: \_\_\_\_\_

Did your unit create a media contact list? \_\_\_\_\_, provide the name/email etc.

\_\_\_\_\_

# Interviews with reporters \_\_\_\_\_ # Articles published \_\_\_\_\_ (**attach three; copies**)

# Letters to the Editor \_\_\_\_\_

# TV aired program/interviews/event coverage \_\_\_\_\_ (list dates/times)

# Junior Press Releases \_\_\_\_\_ # Articles sent to Dept Newsletter \_\_\_\_\_ # Event flyers \_\_\_\_\_

Total of all of the above \_\_\_\_\_ (**send one copy of each that is applicable: print, screenshot, jpeg, pdf, or word doc**)

Does your Unit publish a Newsletter \_\_\_\_\_ Post Family Newsletter \_\_\_\_\_ E-Bulletin \_\_\_\_\_

E-Newsletter \_\_\_\_\_ (**send a sample of three different copies**)

Narrative: Provide a description of how our theme "Continue our Legacy of Respect" C.O.L.O.R. inspired your unit, how did you apply the PDP theme and item. Share how your social media page has grown since last year. Describe your mission related interviews and written articles, what program(s) were highlighted. Did your unit wear ALA apparel in public, and what other creative branding ideas were used. Does your unit, rock your RED shirts on Fridays? Did your unit contribute to fundraising or bring awareness to Gary Sinise Foundation – Central Florida. Provide up to ten pictures (print, screenshot, jpeg, pdf, or word doc) of your Unit working the mission and programs from this term.

**SEND THIS REPORT TO YOUR DISTRICT PUBLIC RELATIONS  
CHAIRMAN**