**NATIONAL AWARDS**

Take the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to the national success story:

1. Please follow instructions on the National Report and Awards Cover Sheet found in the awards section of the National Program Action Plan.
2. Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.

**MEMBER AWARD**: ALA Brand Ambassador

* Deadline: June 1, 2021
* Send to national committee member Brenda Holland postmarked or emailed by 5 p.m. EST on the deadline listed above.
* Materials and guidelines:
* Document with action photographs, screen shots and other evidence of brand promotion activities
* Activity must occur between May 1 prior to the start of the current admin year and May 1 before the end of the current admin year

**UNIT AWARD**: New Website or Social Media Account Launch

* Deadline: June 1, 2021
* Send to national committee member Ree Ann Ross postmarked or emailed by 5 p.m. EST on the deadline listed above.
* Presented to: All units developing a properly branded website or social media account during the current ALA administrative year
* Materials and guidelines:
  + Web address/URL, webmaster/administer name and contact info, or name and contact info for ALA coordinator if webmaster/administrator is a third party vendor
  + Site/Account must have been created after September 1 of the current ALA admin year
  + Website/Facebook page must conform to “Website and Social Media Guidelines’ in the ALA Branding Guide

C. **Unit Award**: Most Outstanding Unit Public Relations Program (per division)

* Deadline June 1, 2021
* Presented to: One unit in each division (5)
* Send to your **national division chairman** postmarked or emailed by 5 p.m. EST on the deadline listed above.
* Materials and guidelines:

-Include three different media placements/coverage highlighting different ALA programs, featured in three different months (September 1 – May 1 of the current ALA administrative year)

- Acceptable media publications must support the Auxiliary’s mission and goals

**D. Unit Award**: Active PR TEAM Centennial Celebration (per division)

* Deadline: June 1, 2021
* Send to your **national division chairman** postmarked or emailed by 5 P.m. EST on the deadline listed above.

**E. Unit Award:** Active PR TEAM Centennial Celebration (per division)

* Deadline: June 1, 2021
* Send to National PR Vice Chairman Martha Setlock postmarked or emailed by 5 p.m. EST on the deadline listed above.
* **Best narrative** (with photos and media results) to convey the work a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized.

**DO NOT SEND NATIONAL AWARDS TO DEPARTMENT PR**

Have fun with Public Relations. It will be an award itself. You can do it. Thank you for taking this chairmanship

Chairman Eleanor Amato

Public Relations

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