

UNIT PUBLIC RELATIONS REPORT FORM 2023-2024

Reporting Date April 1, 2024

UNIT NAME _____ Unit Number/District _____

Name of Person Reporting _____

Address _____

E-Mail _____ Home# _____ Cell# _____

Provide the name of your Facebook page: _____

List other social media pages:

PRESS/MEDIA INFORMATION

Total Minutes of Broadcasting (Radio/TV) Time _____

Does your unit post regularly on: Facebook _____ Instagram _____ Twitter _____ TikTok _____

Other, name of platform(s): _____

Total # of Social Media Followers: Facebook _____ Instagram _____ Twitter _____ TikTok _____

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 "Bells in SERVICE" (Selflessness, Expectations, Respect, Values, Ideas, Commitment, Excellence) inspired your unit, how did you apply bell theme. Share how your social media page has grown since last year. Describe your mission related interviews and written articles, which program(s) were highlighted. Did you promote ALA Academy, Veterans Creative Arts Festival (VCAF), National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness, Veterans Suicide Awareness, The American Legion, Be The One campaign. Did your unit wear ALA apparel in public, and what other creative branding ideas were used. Do you have a unit member that is a Brand Ambassador. Does your unit rock your RED shirts on Fridays? Did your unit contribute to fundraising or bring awareness to the Department of Florida, Auxiliary Emergency Fund Disaster Relief. 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 CHAIR