

# DISTRICT PUBLIC RELATIONS REPORT FORM 2024-2025

Reporting Date April 15, 2025

District # \_\_\_\_\_

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

Address \_\_\_\_\_

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

How many units in your District \_\_\_\_\_, and how many have a Facebook account \_\_\_\_\_. Does your District have a Facebook page, provide the name of the group \_\_\_\_\_

## **PRESS/MEDIA TOTAL AMOUNTS FOR YOUR DISTRICT (from the unit reports)**

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

Do any of your units post regularly on the following social media platforms, provide the unit numbers:

Facebook \_\_\_\_\_

Instagram \_\_\_\_\_

X (formerly Twitter) \_\_\_\_\_

TikTok \_\_\_\_\_

Other, name of platform(s) and Unit number(s): \_\_\_\_\_

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

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

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

# Letters to the Editor/Media Releases \_\_\_\_\_

# 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**)

District Narrative: highlight the units' strength with social media, branding, and news media interviews or written articles. Did units in your district promote ALA Academy, Veterans Creative Arts Festival (VCAF), National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness, and Be the One campaign. Share what charities and organizations were supported and what successes were experienced. Did units wear ALA branded apparel in public, and what other creative branding ideas were used. Did units, rock RED shirts on Fridays?

**SEND THIS REPORT TO YOUR DEPT PUBLIC RELATIONS CHAIR**