

DISTRICT PUBLIC RELATIONS REPORT FORM 2021-2022
Reporting Date April 1, 2022

District _____

Name of Person Reporting _____

Address _____

E-Mail _____ Home# _____ Cell# _____

Please calculate from all units within your district.

Total Minutes of Broadcasting (Radio/TV) Time _____

Total Number of Social Media Sites in your district. (Twitter, Instagram, Facebook, etc) _____

Total Number of Social Media Followers

Please describe activities/projects carried out in your unit. Additional paper or the back of this form may be used.

_____ # Interviews _____ # Print Advertising _____ # Pictures _____ # Letters _____ # Articles

_____ # Editorial Letters _____ # Junior Press Releases _____ # Dept. President Project Articles

_____ # of Articles sent to Dept Newsletter _____ # of posts shared to Dept of FI ALA Social Media Pages

Total of all of above _____

Does your District have a Website _____ Facebook Page _____ Does your District publish a Newsletter _____

Total miles driven _____ Volunteer value \$27.20 per hour _____ Total Number of Hours

Reminder: attach 2 copies of print media. As part of your Narrative Report, please include the answers to the following questions: Please use the back of this form.

- How has your district and unit social media pages inspired unit members to share content from your social media pages, How has your social media sites grown over this year in number, ect?
- Has your district and units mentioned in local media about the promotion of mission related Activities? What type of promotions have they received?
- Were Press releases distributed by your district and units and what type of responses were receive?
- Does your district and units keep an active and updated media contact list? How has this list impacted the district and units?
- Has there been specific social media events sponsored by the district and unit that broadly spread the brand of the ALA?
- How does district and units support ALA Branding and the ALA Academy courses?

SEND THIS REPORT TO YOUR DISTRICT PUBLIC RELATIONS CHAIRMAN