**Public Relations End of Year Report**

Send this along with a narrative of your favorite story

**Due April 30, 2021**

Chairman \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Unit # 1/City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. # of interviews with reporters\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. # of articles published\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Attach copies to this report)

1. # of letters to the Editor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Attach copies to this report)

1. # of TV aired programs/interviews/event coverage\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(email copy to Department PR Chairman)

1. # of television community calendar announcements\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List times and Dates: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. # of public service announcements (PSA’s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. # of printed advertisements\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(attach copies to this report)

8. # of Social Media postings \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Facebook page: Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. # of ALA Unit/TAL Family Newsletters\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Attach one copy)

10. # of Event Flyers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Attach copies to this report)

11. # of Email Blasts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

12. Did Unit create a media contact list? \_\_\_\_\_\_\_\_\_\_\_

13. Did Unit create a website or social media page? \_\_\_\_\_\_ If, yes, give information

Date Created\_\_\_\_\_\_\_\_\_\_ Name of website/social media page\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

14. Did Unit develop a Public Relations program for 2020-2021? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15. Did Unit contribute any articles to the Department Newsletter *“Mail Call” \_\_\_\_\_\_\_\_\_\_*

16. What and how did your Unit promote fundraising activities for

Dept. President Ann King Smith’s special project Honor Flight (please send funds to Dept)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Attach copies

17. Did Unit submit to the ALA National magazine? \_\_\_\_\_\_

(Attach copies)

18. Did Unit share pictures or media on the Department Public Relations face book page? \_\_\_\_\_ (Attach copies)

19. Have your units joined FLALA Public Relations? \_\_\_\_\_\_\_\_\_\_\_ Please do.

20. Did you receive any proclamations this year? If so, how many \_\_\_\_\_\_\_\_\_\_\_\_

21. Attach a Narrative of your favorite story.

A narrative is nothing more than a story of connected events. You can make your narrative chronological, as in order of events by month, or simply highlight the public relations activities and events taking place in your Unit.

UNIT CHAIRMAN: PLEASE SUBMIT TWO COPIES REPORTs and Narratives of Unit’s Public Relations activities to the District chairman no later than Mid-Year November 1st, 2020 Year-End Reports and Narratives no later than April 30, 2021.

FLORIDA STRONG

YOUR UNIT HAS A SECOND CHANCE ON CELEBRATING OUR 100TH ANNIVERSARY

It doesn’t have to be a ball, dance or party. Be creative! It could be giving 100 donuts to the police department LOL. Or 100 backpacks to a school. How about $100 to honor flight! Remember to mention our celebration.

Make sure to take a picture and place in the newspaper and mail call. Don’t forget President’s Ann special project!