**2023 – 2024 Public Relations End of the Year Report**

Unit # and location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Division\_\_\_\_ District\_\_\_\_

Person completing the report\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone #\_\_\_\_\_\_\_\_\_\_\_\_

Email address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Return to: Betsey Lee Hodges, Chairman, hbetseylee@gmail.com by April 30, 2024

1. Media accounts your unit has\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Media contact list(s) used by your unit\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_
3. Number of press releases by unit\_\_\_\_\_; Subjects\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_
4. Number of proclamations\_\_\_\_\_; Subjects\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_
5. Number of members who have an Elevator speech\_\_\_\_\_
6. Number of times Elevator speeches were used \_\_\_\_\_
7. Number of times members referred to the PR Tool Kit\_\_\_\_\_
8. Number of members who took the ALA Academy PR courses\_\_\_\_\_
9. Number of events where branding was worn or used on the booth/table\_\_\_\_\_
10. Number of American Legion Family brochures available at events\_\_\_\_\_
11. Number of unit newsletters distributed\_\_\_\_\_
12. Number of times members used: Zoom\_\_\_\_\_; ALA blog\_\_\_\_\_; ALA eNews; \_\_\_\_\_ALA or NC Facebook\_\_\_\_\_
13. PR *activities* performed for entry into the PR District Challenge to Earn Back the $6 Dues Increase Contest
14. Are you entering this report for a national award? Yes No If so, please attach your narrative and the President’s Award for Excellence Form
15. What information can/did you provide that will aid the department in winning a department award?