

2018 – 2019 PUBLIC RELATIONS REPORT FORM

MID-YEAR REPORT – DECEMBER 15, 2018

YEAR-END REPORT - APRIL 30, 2019

Return to:

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Name and Number of Unit _____ Division _____ District _____

Member Completing Report _____

1. Did your Unit create or ACTIVELY maintain a Unit website that adheres to ALA Brand standards? Yes _____ No _____
2. Did your Unit members consistently wear their ALA apparel or name tags when out in the community? Yes _____ No _____
3. Did your Unit create and maintain an active social media presence on one or more platforms? (i.e., Facebook, Twitter, Instagram)? Yes _____ No _____
4. Explain how your Unit best promotes Brand Awareness within your community. Give examples of events and attach pictures to demonstrate how the Unit promoted the ALA.