Public Relations
End of Year Report 2020-2021
Due April 1, 2021

Chairman: Jean Drew
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Unit Name _______________________________ District ______
Town Unit is located and Unit # _______________________________
Unit Chairman: ____________________________________________
Email Address: ____________________________________________
Mailing Address: ____________________________________________

1.) Did you give any Auxiliary magazine gift subscriptions to your local library or doctors office? Yes___ No___
2.) Did you distribute ALA brochures and posters in the community? Yes___ No___ Where did you distribute them at?
3.) Did you wear you official branded ALA apparel when out and about? Yes___ No___
4.) Did you write any “letters to the Editor” and/or submit news releases for patriotic holidays or events? Yes___ No___ How many letters to the Editor? ______ How many articles submitted? ______
5.) Did you utilize the “link” on the Department website for contacting the media? Yes ___ No ___
6.) How many letters/articles did you send to the chairman for the Department President’s Press Book? ____________________________
7.) Does your Unit have a website? Yes___ No___ When was the website created or updated? ____________________________
8.) Did you put any articles in your local newspaper promoting any of our programs? Yes___ No___ If so, how many articles? ______
9.) Do you subscribe to the ALA eNews and/or In the Know ebulletin via www.ALAforVeterans? Yes___ No___
10.) How many of your unit members were able to meet the National President? ____________________

11.) Did you submit a member for the Goodwill Ambassador Award to the Department office by April 1, 2020? If you did, who did you submit?

12.) Did you submit your Unit for a National President’s Award for Excellence? Yes ____ No ____ If yes, who wrote the narrative?

13.) In the space below please be specific on social media event that the Unit organized that broadly spread the ALA brand to the public. Please use no less than 100 words. Attach an additional piece of paper to the report.

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