



# Department of North Carolina

## 2024-2025 Public Relations End-of-Year Report

Person Completing Report \_\_\_\_\_

Email Address \_\_\_\_\_

Unit Name \_\_\_\_\_ Unit Number \_\_\_\_\_

District # \_\_\_\_\_ Division # \_\_\_\_\_ Phone (cell) \_\_\_\_\_ Phone (home) \_\_\_\_\_

Return to: Lynn Coughenour, Chair, Public Relations, [lynnalanc@gmail.com](mailto:lynnalanc@gmail.com) by April 30, 2025. It may be emailed or mailed: Lynn Coughenour, 4825 Stokes Ferry Road, Salisbury, NC 28146-5082. If emailed, please indicate in Subject Line: PR EOY Report for Unit \_\_\_\_\_ for 2024-2025.

1. Does your unit have:

- a. Facebook Yes  No
- b. Instagram Yes  No
- c. Twitter Yes  No
- d. Tic Tok Yes  No

2. Do you access other Local, Department, and/or National Facebook and/or Other Media Accounts?

- a. Other Unit Accounts Yes  No
- b. Department Facebook Yes  No
- c. National Facebook Yes  No
- d. Other Media Accounts Yes  No

i. If Yes, Please List \_\_\_\_\_

3. Have you written press releases? Yes  No

a. If yes, please indicate when? \_\_\_\_\_

b. What did it reference? \_\_\_\_\_

4. Did you access the PR Took Kit on the National website? Yes  No

5. Did you take the ALA Academy PR courses? Yes  No

6. Did you attend Mission Training? Yes  No

7. Were you branded at events you attended? Yes  No

a. How many events? \_\_\_\_\_

b. Were American Legion Family brochures available? Yes  No

8. Did you prepare newsletters? Yes  No

9. Please check if you participated via: Zoom \_\_\_\_\_, ALA blogs \_\_\_\_\_, ALA eNews \_\_\_\_\_

10. If you are entering this report for a national award, please attach your narrative and the President's Award for Excellence Form. All information can be accessed on the National website under Public Relations.