Greetings everyone,

Welcome to the 2026-2027 Public Relations Committee. This will be an exciting year for public relations. We will share our ALA mission stories and photos through PR. Public relations is how we share our ALA mission-in-action: stories of who we are and what we do with our community. This year's focus is to share the story behind the photo. The who, what, when, where, and why. When you post a photo on the national PR Facebook page, please remember to tell us the who, what, when, and why. We are looking for the outcome of your event story and how you market/publicized it, not the flyer that advertises the event. However, make sure to post those on your unit and department Facebook groups to get the word out about the event in your community. We do encourage units to use newsletters, local newspapers, radio, and television to share any mission-focused stories, highlights, and achievements. We also encourage you to share those stories with us! When posting to the national ALA PR Facebook page, always include your unit's name, number, and department. Facebook groups are a great place to ask questions and share ideas! Having a safe place for discussion is so important.

A few reminders:

1. The new end-of-year reporting and awards submission date is June 1, 2027
2. ALA National President Dr. Coral May Grout has asked that each unit work at least one ALA program this year and report it.
3. I am asking that each unit submit at least one ALA mission-in-action story to our national PR Facebook page this year. We'd love to see all the incredible work units are doing throughout the country!
4. Submit photos, event stories, newspaper articles, and radio and TV clips as the event happens to your divisional chairs and to me at juliehsmith1960@gmail.com
5. Photos must be in JPEG or PNG format; no screenshots or embedded in a Word Document.
6. Mark your calendar for our First Quarterly Meeting on Thursday, Oct 15th, at 7 p.m. ET.

Julie Smith
National PR Chair
2026-2027