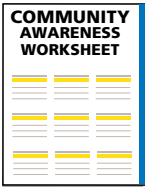


COMMUNITY AWARENESS WORKSHEET



Goal: Our league will build awareness and be active in the community this season by doing the following:

1. _____

2. _____

3. _____

4. What special events (parade, opening day, tournament team, etc.) does your league plan to conduct this season?

DATE	EVENT	LOCATION
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Visit LittleLeagueU.org for additional planning tools media alerts, and sample press releases that can be used to promote these events.

E. What media outlets in your community (TV, radio, print, online, etc.) would consider running stories about your league's activities?

OUTLET NAME	TYPE (RADIO, PRINT, ETC.)	CONTACT NAME/EMAIL
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

F. What online and social media channels are used by your league to promote events and activities?

WEBSITES	USED BY YOUR LEAGUE?	HANDLE/URL	INDIVIDUAL(S) WHO MANAGE
<small>i.e. League Site, Facebook etc.</small> _____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

See page 29 for tips on using social media effectively.