

AMERICAN LEGION AUXILIARY
Department of California
DISTRICT PUBLIC RELATIONS ANNUAL REPORT 2016-2017

District _____ # of Units in District _____ Number Reporting _____

Chairman Name: _____

Address: _____

Telephone: _____ Email: _____

1. How many in your District subscribe to *enews*? _____ How many new this year? _____
2. How many articles were submitted to newspapers? _____ Number published? _____
3. How many Letters to the Editor were submitted? _____ Number published? _____
4. How many letters of appreciation were sent to newspapers? _____
5. How many interviews with reporters (all media)? _____
6. How many aired reports, interviews, events: TV _____, Radio _____, Cable _____
7. Does your District have a web site? _____ Do you share with Post? _____
8. Did you launch it this year? _____ What are the addresses? _____
9. Did you build a new website this year? _____ If yes, did you send info to National? _____
10. Does your District have a Facebook page? _____
11. What is the Facebook page name? _____
12. How many use personal Facebook page to promote their ALA activities at unit, district or department level? _____
13. Did you set up a Twitter account? _____ What is your Twitter name? _____
14. How many Units participated in the "Ring Your Bell" contest? _____
15. How many Units have an active and updated media contact list? _____ If so, did you provide a copy to your District Chairman? _____
16. If so, have you provided the Department Chairman a list? _____
17. How many Units did specific activities towards Goal 5 of the Centennial Strategic Plan? _____
18. Are you submitting a supplemental report describing your program? _____
19. Did you make a Press Book for your District President? _____ Are you submitting it? Yes _____ No _____
20. Did you send/email copies of all PSA's to the Department Chairman? _____
21. On separate sheet, describe innovative ideas used this year to promote ALA

Submit this report to the Department Public Relations Chairman, Jennifer Bieger, on or before May 1, 2017. Email: JenniferBieger@gmail.com or mail to 361 Daystar Dr., Perris, CA 92571. Please be sure to forward a copy of all press releases sent by your Units/District for the year via mail.