

**AMERICAN LEGION AUXILIARY**  
**Department of California**  
**UNIT PUBLIC RELATIONS ANNUAL REPORT 2017-2018**

Unit Name \_\_\_\_\_ Unit # \_\_\_\_\_ District # \_\_\_\_\_

Chairman Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

1. How many in your unit 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 Unit 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 Unit 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. Did you participate in the "Ring Your Bell" contest? \_\_\_\_\_. If so what was your total count \_\_\_\_\_

15. Does your Unit have an active and updated media contact list? \_\_\_\_\_ If so, did you provide a copy to your District Chairman? \_\_\_\_\_

16. What specific activities have you done to work toward Goal 5 of the Centennial Strategic Plan?

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17. Are you submitting a supplemental report describing your programs? \_\_\_\_\_

18. Did you make a Press Book for your Unit President? \_\_\_\_\_

19. Did you submit copies of your PSA's to your District Chairman? \_\_\_\_\_

20. Are you submitting it? Yes  No

21. On separate sheet, describe innovative ideas used this year to promote ALA

**This report is due to your District Public Relations Chairman on or before April 14, 2018**

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