

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

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?

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, 2017

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