

American Legion Auxiliary
Department of California



Public Relations - District Mid Year Report for 2021-2022

District # _____ No. Of Units _____ Number of Units Reporting _____

District Chairman: _____

Phone #: _____ Email: _____

1. How many Auxiliary magazine gift subscription have Units given to public library: _____ doctors office: _____ dentist office: _____ others _____
2. How many members in your district have subscribed to the National online publication eNews _____
3. How many Units reported printing or distributing ALA brochures or ALA materials? _____
4. How many brochures did your Units order from Department? _____

Which did they order?

At a Glance	Youth Programs	AEF Brochure	ALA Foundation	Your American Legion Family
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5. How many Units developed a local media list? _____ newspapers _____ cable tv _____ others _____
6. How many Units submitted articles or fliers to newspapers? _____ ALA magazine _____ Dept. Hub _____
 - a. How many were published _____
7. How many Units have a website? _____

How many reported their website information to Department _____ National _____
8. How many Units have Social Media accounts? _____
 - a. How many Facebook? _____ Instagram? _____ Twitter? _____
9. How many launched new Social Media accounts this year? _____
10. How many Units submitted Public Service Announcements (PSA's) _____
 - a. How many PSAs were submitted _____
 - b. Do you as the District PR Chairman receive the Unit's PSAs? _____
11. How do your Units promote Branding _____
12. How do your Units promote specific ALA activities _____
13. Are you submitting a supplemental report ? _____
14. How many Units have started press books? _____
15. Have you taken publicity photos of your Unit or District receiving the Proclamation for Veterans, Military and their Family month _____

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Please note that supplemental reports are not required, but are encouraged as they will help you remember in May what your Unit did with Public Relations last Fall.

Submit this completed form to your **Department Chairman** no later than December 15, 2021.