

American Legion Auxiliary
Department of California



Public Relations - Unit Mid Year Report for 2021-2022

District # _____ Unit # _____ Total # of Members _____ Srs _____ Jrs _____

Unit Chairman: _____

Phone #: _____ Email: _____

1. How many Auxiliary magazine gift subscription has your Unit given to public library: _____ doctors office: _____ dentist office: _____ others _____
2. How many members in your Unit have subscribed to the National online publication eNews _____
3. Has your Unit printed out ALA brochures from the PR/Marketing Resources section from National?
Yes _____ No _____ How many brochures did your Unit distribute? _____
4. Did your Unit ordered ALA brochures _____ How many were ordered _____

Which did you order?

At a Glance	Youth Programs	AEF Brochure	ALA Foundation	Your American Legion Family
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5. Has your Unit developed a local media list? _____ newspapers _____ cable tv _____ others _____
 6. Has your Unit submitted articles or fliers to newspapers? _____ ALA magazine _____ Dept. Hub _____
 - a. How many were published _____
 - b. Who published your articles _____
 7. Does your Unit have a website _____ name of website _____
- if yes, did your Unit send your website information to Department _____ National _____
8. Does your Unit have Social Media accounts? _____ Facebook name _____
Instagram name _____ Twitter Username/Handle _____
 9. Has your Unit launched any new Social Media accounts this year? _____
 10. Does your Unit submit Public Service Announcements (PSA's) _____ How does your Unit submit PSA's _____
 11. Do you send copies of your Unit's PSA's to your District Public Relations Chairman _____
 12. How does your Unit promote Branding? _____
 13. How does your Unit promote specific ALA activities? _____
 14. Are you submitting a supplemental report ? _____
 15. Have you started a Unit press book for your Unit President? _____
 16. Have you taken publicity photos of your Unit or District receiving the Proclamation for Veterans, Military and their Family month? _____

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