



Department of CA  
DEC January 13 -16 2022  
Public Relations Report  
By Chairman Patricia Galatioto

In some ways, we've all been dampened by Covid-19, this virus has affected our meetings, our gatherings and even some community events but together every ripple of the American Legion Auxiliary has made Sound Waves through parts of California.

I would like to thank Districts 1,9,11,14,16,17,20,23,25,27,29, and District 30 for your Mid-Year reports, representing 115 Units. Members reported giving Auxiliary magazine gift subscription to local libraries, doctors, and dentist offices. A total of 321 members reported subscribing to enews, an online publication from National. 77 Units reported printing and distributing ALA brochures and ALA material. A combination of 215 brochures such as "At A Glance", "Youth Programs", AEF Brochure", ALA Foundation" and "Your American Legion Family" was ordered. 13 Units reported developing a local media list, 12 Units with local newspapers and District 21 with Cable TV. 16 Units submitted articles to newspapers and those 16 articles were published. 34 Units reported having Social Media accounts, 29 Facebook, 3 Instagram and 2 Twitter accounts. District 20 publishes a monthly newsletter for their Units called "Chatterbox". Each Chairman in District 20 writes an article about their program, prior to District 20 meetings the Chatterbox is emailed to District Officers, Chairmen, and the Units. They also provide printed copies of Chatterbox at their meetings for those members who don't have emails. District 28 reported that due to Covid seclusion many have taken to posting communication on social media pages and webpages which they say has had a wonderful effect.

Unit's through-out California have reported that they promote Auxiliary branding by wearing ALA apparel, jewelry and jackets out in the communities, and speak about Branding, the award-winning American Legion Auxiliary Jackie Robinson Unit 252 Color Guard as, Anita Biggs Captain, Sharon Moore co-Captain, Cheryl Jefferson, Shirley Jones, Renee Alexander and Donna Grayson all-female Color Guard has had media coverage by the Los Angeles Sentinel newspaper, photos included the Color Guard with Congresswomen Maxine Waters and LA Supervisor Holly Mitchel, photos of the Color Guard were also included with the US Vets, Veterans Day, at the USS Iowa and recently on National television presenting the Colors at the Sofi Stadium NFL Rams football game.

Public Relations teamed up with VA&R concerning a Proclamation project asking the Mayor's and City Councils of our communities to proclaim November as Veterans, Military & Family month. District and Unit Public Relations Chairman provided the publicly with this project. We have received fantastic publicity photos of Auxiliary members receiving the Mayor's Proclamation, this projects success began with the patriotic community in Norco CA, District-21, Unit 328. The President of District 13, Cindy Newman, took the opportunity by introducing herself to public officials while attending a 9/11 Ceremony, speaking with the Official about our proclamation they began to present her with their business cards and were glad to assist. Soon after, it was like the flood gates opened with publicity photos flowing in, from:

District-11, Unit 22, Unit 290, and Unit 249

District-13, Unit 419

District-19, Unit 496

District-20, Unit 384, Unit 817, and Unit 176

District-25, Unit's 14, 155, 256, 426, 650, 710, 777 and 2 from Unit 835

If I've missed anyone, I deeply apologize and Madam President, this concludes my platform remarks.