

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

District _____ # of Units in District _____ Number Reporting _____

Chairman Name: _____

Address: _____

Telephone: _____ Email: _____

1. How many in your District 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 District 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 District 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. How many Units participated in the "Ring Your Bell" contest? _____
15. How many Units have an active and updated media contact list? _____ If so, did you provide a copy to your District Chairman? _____
16. If so, have you provided the Department Chairman a list? _____
17. How many Units did specific activities towards Goal 5 of the Centennial Strategic Plan? _____
18. Are you submitting a supplemental report describing your program? _____
19. Did you make a Press Book for your District President? _____ Are you submitting it? Yes No
20. Did you send/email copies of all PSA's to the Department Chairman? _____
21. On separate sheet, describe innovative ideas used this year to promote ALA

Submit this report to the Department Public Relations Chairman,
Kathy Smith katsmith55@att.net, on or before May 1, 2017.

Please be sure to forward a copy of all press releases sent by your Units/District for the year via mail.