



Public Relations

District # _____ District Chairman _____
Phone # _____ Email: _____
of Units with Activity _____ # of Units with No Activity _____ # of Units that did not report _____

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? _____
 - a. 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. How many Units have started press books? _____
14. Have you taken publicity photos of your Unit or District receiving the Proclamation for Veterans, Military and their Family month _____

Department Public Relations Rosemary Barron
65 ½ Riker Street, Salinas, CA 93901
831-253-3707 rosemarybarron@msn.com