



American Legion Auxiliary  
Department of California

**Public Relations- District Mid-Year Report for 2023-2024**

Submit this completed form to your Department Chairman no later than December 15, 2023.

District # \_\_\_\_\_ District Chairman \_\_\_\_\_  
Phone # \_\_\_\_\_ Email: \_\_\_\_\_  
# of Units Reporting \_\_\_\_\_ Number of Units with No Activity \_\_\_\_\_

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 Pro- grams	AEF Brochure	ALA Founda- tion	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. 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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