



AMERICAN LEGION AUXILIARY
Department of Ohio



2010-11 Annual Unit Report – PUBLIC RELATIONS

*Send completed report to Department Public Relations Chairman Karen Peel,
2216 25th Street SW, Akron, Ohio 44314-2202 by the May 1, 2011 deadline*

District # ____ Unit # ____ Unit Name _____ Membership Goal _____

Unit Chairman _____ Telephone (_____) _____ - _____

Address _____ City _____ St ____ Zip Code _____

I. MEDIA FORM

Item	Number
Number of interviews with reporters	#
Number of articles published	#
Number of letters to editors	#
Number of letters of appreciation sent	#
Number of print advertisements	#
Number of Press Releases	#
Number of Press Releases featuring Junior groups	#
Number of articles published about Junior groups	#
Number of other PR print media used (i.e. church bulletins – list various forms on separate sheet of paper.	#

II. RADIO AND TELEVISION

Item	Number
Number of aired programs/interview/event coverage	#
Number of program announcements	#
Number of public service announcements	#
Number of public television announcements	#
Other (Please explain on separate sheet of paper)	#

(Continued on back)

III. List topics covered on Radio/TV and describe: _____

IV. UNIT COMMUNICATIONS

- A. Does your Unit have a regular publication? Yes _____ No _____
If yes, What type of publication? Newsletter _____ Bulletins _____
Joint Publication with the Post _____
Frequency of publication Weekly _____ Monthly _____ Other _____
Who receives the publication? _____
- B. Does your Unit have a fact sheet? Yes _____ No _____ (Please attach if yes)
- C. Did your Unit give gift subscriptions to the **National News**? Yes _____ No _____
If yes, number given _____
- D. How did your Unit work to build the image of the American Legion Auxiliary in your community? _____

- E. What methods do you use to get information to your Unit members in a timely manner?

V. OTHER INFORMATION

- A. Does your Unit have E-mail? Yes _____ No _____
- B. Does your Unit have an existing Website? Yes _____ No _____
- C. When was your Website created? Month _____ Day _____ Year _____
- D. Your Unit Website address: _____
- E. Did your Unit submit a Pressbook? Yes _____ No _____
- F. Did your Unit enter the Community Display Contest? Yes _____ No _____
- G. Did your Unit enter the Unit Program Emphasis Articles Contest? Yes _____ No _____
- H. Did your Unit create a Public Relations plan? Yes _____ No _____