



AMERICAN LEGION AUXILIARY  
Department of Ohio



**2011-12 Annual Unit Report – PUBLIC RELATIONS**

*Send completed report to Department Public Relations Chairman Vicky Buck,  
5581 Dunsmere Drive, Galloway, Ohio 43119 by the May 1, 2012 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 \_\_\_\_\_