

AMERICAN LEGION AUXILIARY

PUBLIC RELATIONS - ANNUAL REPORT FORM 2008 - 2009

Please complete and forward to Send to Virginia Nelsen, 427 N. Main St. Valentine, NE 69201

Department:	Report Deadline: June 1, 2009
Department Chairman:	
Address:	Total Number of Units
Members in Department:	Number of Units Reporting

Please Report Numbers Where Applicable

Media Form				
	List number of :	Department Level	Unit Level	Total No.
1	Interviews with reporters			
2	Articles published			
3	Letters to the Editor/Op-Eds			
4	Aired programs/interviews/event coverage			
5	Public television announcements			
6	Public Service Announcements (PSAs)			
7	Print advertisements			
8	Letters of appreciation sent			
9	Unit entries for Unit Program Emphasis Award?			
10	Unit entries in Community Display Award			
11	Other PR print material used			
	(please list various forms on back)			

Department Communications

12	Department Web site URL:			
13	Number of hits during year:			
14	Name of person maintaining Web site:			
15	List the Department e-mail address			
16	List Department publications:			
	1.			
	2.			
17	As Department Chairman, did you complete a Department Press Book?	Yes	No	
18	Did you submit the department press book for the National Press Book Award?			

19	Does your Department send out e-bulletins?		
20	Are Department Plan of Works on website?		
21	Did the Department create a fact sheet?		
22	Did the Department compile a list of media contacts to be used by Units		
23	As Department Chairman, did you develop a PR plan for the Department?		

Unit Communications				
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24	How many Units in your Department have:	Newsletters	E-Bulletins	Joint Post Publication

25	How many Units created a Unit fact sheet?			
26	How many Units created a Public Relations plan?			
27	Number of Units with a Web site			
	List URLs with Unit Name & Number:			

28	How did your Department promote the National President's Visit?

29	How did your Department/Units work to build the image of the ALA in your community?

30	What methods did you use to get information to your Unit members in a timely fashion?

Please submit additional details regarding other Public Relations Related projects or activities on the back of this form or a separate sheet of paper.