

**PROGRAM: PUBLIC RELATIONS**  
Unit Annual Narrative Report 2016-2017  
Department of Wisconsin

Unit Number and Name \_\_\_\_\_ District \_\_\_\_\_  
Unit City \_\_\_\_\_ Unit President's Name \_\_\_\_\_  
Complete Address \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

1. Number of interviews with reporters? \_\_\_\_\_
2. Number of pictures published? \_\_\_\_\_
3. Number of articles published? \_\_\_\_\_
4. Number of letters to the Editor? \_\_\_\_\_
5. Number of Appreciation letters sent? \_\_\_\_\_
6. Does your unit have a website?  Yes  No  
If yes, web address: \_\_\_\_\_
7. Does your unit use Facebook to promote Unit activities?  Yes  No  
If yes, what is the name of your Facebook page? \_\_\_\_\_
8. Does your unit have a newsletter?  Yes  No  
How many times a year? \_\_\_\_\_  
Is this a joint publication with the Post?  Yes  No  
Is the newsletter emailed to members?  Yes  No  
Is the newsletter mailed to members?  Yes  No
9. In what ways does your unit promote a positive image of the American Legion Auxiliary through building brand loyalty?

10. Which Auxiliary program had the most publicity and why?  
(continue on the back or add a separate piece of paper if necessary)

**Please list any Public Relations activities, events and projects your Unit was involved in**  
(continue on the back or add a separate piece of paper if necessary).

**Please Complete and Return by APRIL 14, 2017 to:**

American Legion Auxiliary, Dept of Wisconsin  
PO Box 140, Portage, WI 53901-0140