

PROGRAM: PUBLIC RELATIONS
Unit Annual Narrative Report 2017-2018
Department of Wisconsin

Unit Number and Name _____ District _____

Unit City _____ Unit President's Name _____

Complete Address _____

Phone _____ Email _____

1. Does your unit have a website? Yes No If yes, web address: _____

2. Does your unit use Facebook? Yes No If yes, name of Facebook page: _____

3. How have you used or developed social media to promote the ALA?

4. Does your unit have a newsletter? Yes No Is it a joint publication w/Post? Yes No
Is it emailed to members? Yes No Is it mailed to members? Yes No
How many times a year is it published? _____

5. Does the unit keep an active updated media list? Yes No
If so, what is your working relationship with local media?

6. Was your unit mentioned in local media promoting mission-related activities? Yes No
If so, what type of coverage was received? TV Newspaper Radio
of interviews with reporters? _____ # of Letters to the Editor? _____
of pictures published? _____ # of Appreciation Letters sent? _____
of articles published? _____

7. Which Auxiliary program had the most publicity and why? (continue on separate sheet if necessary)

8. Describe any public service announcements that were distributed and what type of response was received?

9. How does your unit promote a positive image of the ALA through building brand loyalty?

10. Describe any social media events that broadly spread the ALA brand.

11. Describe how members participated in branding opportunities by wearing/promoting ALA apparel/logos.

Other Public Relations activities, events and projects your Unit was involved in (use additional sheet of paper if necessary)

Please Complete and Return by **APRIL 13, 2018** to:

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