

American Legion Auxiliary  
Department of Florida  
Public Relations  
**DISTRICT REPORT**

\_\_\_\_\_ District Chairman Name          \_\_\_\_\_ District #          \_\_\_\_\_ # of Units in District

\_\_\_\_\_ District Chairman Address          \_\_\_\_\_ City          \_\_\_\_\_ Zip Code

\_\_\_\_\_ District Chairman Phone #          \_\_\_\_\_ District Chairman email

**PRESS/MEDIA INFORMATION**

**# / # of Units participating**

# of interviews with reporters \_\_\_\_\_  
# of articles published \_\_\_\_\_  
# of letters to the Editor \_\_\_\_\_  
# of TV aired programs/interviews/event coverage \_\_\_\_\_  
# of public television announcements \_\_\_\_\_  
# of public service announcements (PSA's) \_\_\_\_\_  
# of printed advertisements \_\_\_\_\_  
# of letters of appreciation/thank you cards \_\_\_\_\_  
# of Units that submitted an entry for National's Unit Emphasis Award \_\_\_\_\_  
# of Units that submitted an entry for National's New Website Launch Award \_\_\_\_\_  
# of Units that submitted an entry for National's Jr. PR Award \_\_\_\_\_  
# of Units that submitted an entry for National's ALA Brand Ambassador Award \_\_\_\_\_  
# of Units that submitted an entry for Department's Marie Weisbrod Trophy \_\_\_\_\_  
# of Units that submitted an entry for Department's Maude Hollowell Trophy \_\_\_\_\_  
# of Units that submitted an entry for the Department President's Press Book \_\_\_\_\_  
# of Units that submitted an entry for Dept's "**Sound off while Navigating the course**" Award \_\_\_\_\_

**UNIT COMMUNICATION:**

# of Units that have the following?  
Newsletters \_\_\_\_\_ E-Bulletins \_\_\_\_\_ Legion Family Newsletters \_\_\_\_\_  
# of Units that created a media contact list? \_\_\_\_\_  
# created a website or social media page? \_\_\_\_\_ If yes, give information  
Date Created \_\_\_\_\_ Address \_\_\_\_\_  
Date Created \_\_\_\_\_ Address \_\_\_\_\_  
Date Created \_\_\_\_\_ Address \_\_\_\_\_  
Date Created \_\_\_\_\_ Address \_\_\_\_\_

# of Units that developed a Public Relations program for 2016-2017? \_\_\_\_\_

Did your Units/District promote the National President's visit? \_\_\_\_\_ If yes, how? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# of Units that contributed articles to the Department Communique "The Navigator" and shared "The share the Course with others. \_\_\_\_\_ How and with whom did they share it with (Posted in Legion Post home, made copies for SAL, etc.)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did your Units/District share pictures or media on the Department Public Relations' Facebook page?  
\_\_\_\_\_  
\_\_\_\_\_

Please give any details of additional public relations that your District utilized that is not mentioned in this report. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**USE THIS FORM FOR BOTH YOUR MID-YEAR AND YEAR-END UNIT REPORTS.**

**DISTRICT CHAIRMAN: PLEASE SUBMIT A MID-YEAR REPORT OF YOUR DISTRICT'S PUBLIC RELATIONS ACTIVITIES TO THE DEPARTMENT CHAIRMAN NO LATER THAN DECEMBER 15, 2016.**

**DISTRICT YEAR-END REPORTS ARE DUE TO THE DEPARTMENT CHAIRMAN NO LATER THAN April 15, 2017.** Send one copy of this completed form with any attachments, PLUS one copy of each Unit report with attachments to: Sandi Stepp at: 3520 Hopi Drive, FL 32839 or email [publicrelations@alaf1.org](mailto:publicrelations@alaf1.org).

**"Raise with Praise while Navigating the Course"**  
**SOUND OFF about your Unit's Accomplishments**