

American Legion Auxiliary  
Department of Florida  
Public Relations  
UNIT REPORT

Unit Chairman Name \_\_\_\_\_ District # \_\_\_\_\_ Unit # \_\_\_\_\_

Unit Chairman Address \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

Unit Chairman Phone # \_\_\_\_\_ Unit Chairman email \_\_\_\_\_

PRESS/MEDIA INFORMATION

# 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 \_\_\_\_\_

Did your Unit submit an entry for National's Unit Emphasis Award? \_\_\_\_\_

Did your Unit submit an entry for National's New Website Launch Award? \_\_\_\_\_

Did your Unit submit an entry for National's Jr. PR Award? \_\_\_\_\_

Did your Unit submit an entry for National's ALA Brand Ambassador Award? \_\_\_\_\_

Did your Unit submit an entry for Department's Marie Weisbrod Trophy? \_\_\_\_\_

Did your Unit submit an entry for Department's Maude Hollowell Trophy? \_\_\_\_\_

Did your Unit submit an entry for the Department President's Press Book? \_\_\_\_\_

Did your Unit submit an entry for Department's **"Sound Off while Navigating the Course"** Award?  
\_\_\_\_\_

UNIT COMMUNICATION:

Does your Unit have the following?

Newsletters \_\_\_\_\_ E-Bulletins \_\_\_\_\_ Legion Family Newsletters \_\_\_\_\_

Did your Unit create a media contact list? \_\_\_\_\_

Did your Unit create a website or social media page? \_\_\_\_\_ If yes, give information

Date Created \_\_\_\_\_ Address \_\_\_\_\_

Date Created \_\_\_\_\_ Address \_\_\_\_\_

Date Created \_\_\_\_\_ Address \_\_\_\_\_

Date Created \_\_\_\_\_ Address \_\_\_\_\_

Did your Unit develop a Public Relations program for 2016-2017? \_\_\_\_\_

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

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Did your Unit contribute any articles to the Department Communique “The Navigator” and share “The Course with others?” \_\_\_\_\_ How and with whom did your Unit share it with (Posted in your Post home, made copies for SAL, etc.)?

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Did your Unit share pictures or media on the Department Public Relations’ Facebook page?

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

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

**UNIT CHAIRMAN: PLEASE SUBMIT A MID-YEAR REPORT OF YOUR UNITS’ PUBLIC RELATIONS ACTIVITIES TO THE DISTRICT CHAIRMAN NO LATER THAN December 1<sup>st</sup>, 2016.**

**UNIT YEAR-END REPORTS ARE DUE TO THE DISTRICT CHAIRMAN NO LATER THAN APRIL 1, 2017.** Send two copies of this completed form with any attachments to your District Public Relations Chairman.

**“Raise with Praise while Navigating the Course”**

**SOUND OFF about your Unit’s Accomplishments**