

DISTRICT PUBLIC RELATIONS REPORT FORM
2026 - 2027 Reporting Due Date May 1, 2027

District # _____

Name of Person Reporting _____

Address _____

E-Mail _____

Home# _____ Cell# _____

How many units are in your District _____, and how many have a Facebook account _____.

Does your District have a Facebook page, provide the name of the group: _____

PRESS/MEDIA TOTAL AMOUNTS FOR YOUR DISTRICT (from the unit reports):

Total Minutes of Broadcasting (Radio/TV) Time: _____

Do any of your units post regularly on the following social media platforms, provide the unit numbers:

Facebook _____ Instagram _____ X (formerly Twitter) _____ TikTok _____

Other, name of platform(s) and Unit number(s): _____

Total Number of Social Media Followers:

Facebook _____ Instagram _____ Twitter _____ TikTok _____ Other (name of platform/number of followers): _____

#Interviews with reporters _____ # Articles published _____ (attach three copies)

#Letters to the Editor/Media Releases _____

#TV aired program/interviews/event coverage _____ (list dates/times)

#Junior Press Releases _____ # Articles sent to Dept Newsletter _____ # Event flyers _____

Total of all of the above _____

(send one copy of each that is applicable: print, screenshot, jpeg, pdf, or word doc)

District Narrative:

highlight the units' strength with social media, branding, and news media interviews or written articles. Did units in your district promote ALA Academy, Veterans Creative Arts Festival (VCAF), National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness, and Be the One campaign. Share what charities and organizations were supported and what successes were experienced. Did units wear ALA branded apparel in public, and what other creative branding ideas were used. Did units, rock RED shirts on Fridays?

SHARE YOUR VOICE: (Best to use a mic or make sure there is no background noise or wind.

How many times did you get on Social Media as a Live Video and Record speaking engagement or interview? _____ / _____ Include a link or Page screen shot so it can be heard.

Go on FaceBook Live or Social Media outlet you are comfortable with.

Share and **Promote** the American Legion Auxiliary, any topic. Many to choose from The Poppy Lady, explain an event or fundraiser, interview a unit or post member. (Juniors must have written permission.) Talk about RED Shirt Friday, importance of the Mission, anything ALA related.

Did units wear ALA-branded apparel in public? _____ How many videos: _____

Did interview units, rock REDShirt's on Fridays? _____ How Many interviews: _____

Topic Shared: _____

SEND THIS REPORT TO YOUR DEPT PUBLIC RELATIONS CHAIR