

**American Legion Auxiliary  
Department of Florida  
Public Relations Unit Mid-Year and Year-End Reports  
Unit Public Relations Activities May 1st – Nov 1st  
Unit Public Relations Year-end Report deadline April 1st, 2019**

_____	_____	_____
<b>Unit Chairman Name</b>	<b>District #</b>	<b>Unit Name and No.</b>
_____	_____	_____
<b>Unit Chairman Address</b>	<b>City</b>	<b>Zip Code</b>
_____	_____	_____
<b>Unit Chairman Phone No.</b>	<b>Unit Chairman E-mail</b>	

**PRESS/MEDIA INFORMATION**

# of interviews with reporters \_\_\_\_\_

# of articles published \_\_\_\_\_  
(Attach copies to this report)

# of letters to the Editor \_\_\_\_\_  
(Attach copies to this report)

# of TV aired programs/interviews/event coverage \_\_\_\_\_  
(email copy to Department PR Chairman)

# of television community calendar announcements \_\_\_\_\_

List times and Dates: \_\_\_\_\_

\_\_\_\_\_

# of public service announcements (PSA's) \_\_\_\_\_

# of printed advertisements \_\_\_\_\_  
(attach copies to this report)

# of Social Media postings \_\_\_\_\_

Facebook page Name \_\_\_\_\_

# of ALA Unit/TAL Family Newsletters \_\_\_\_\_  
(Attach one copy)

# of Event Flyers \_\_\_\_\_  
(Attach copies to this report)

# of Email Blasts \_\_\_\_\_

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

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

Date Created \_\_\_\_\_ Name of website/social media page \_\_\_\_\_

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Did Unit develop a Public Relations program for 2018-2019? \_\_\_\_\_

Did Unit contribute any articles to the Department Newsletter **“The Winning Hand”**  
( \_\_\_\_\_ )?

How, and with whom did Unit share it with? (Posted in your Post home, made copies for Legion Family ,etc.)

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What and How did Unit promote fundraising activities for  
Dept. President Michele DeGennaro’s special project FinalSalute Inc.

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**Attach copies**

Did Unit submit to the ALA National magazine? \_\_\_\_\_ (attach copies)

Did Unit members wear ALA Emblem during events? \_\_\_\_\_ (attach copies of Photos)

Did Unit share pictures or media on the Department Public Relations face book page?  
\_\_\_\_\_ (Attach copies)

What makes a good Mid-Year and Year-End report? Attach a Narrative

Don’t Stress. Some People develop anxiety when they hear the word “Narrative.” A narrative is nothing more than a story of connected events. You can make your narrative chronological, as in order of events by month, or simply highlight the public relations activities and events taking place in your Unit. (See a list of questions at the end of PR Program Action Plan)

**UNIT CHAIRMAN: PLEASE SUBMIT TWO COPIES REPORTs and Narratives of Unit’s Public Relations activities to the District chairman no later than Mid-Year November 1st, 2018. Year-End Reports and Narratives no later than April 1st, 2019.**

**Thank you for Making our Mission Known**

**“We’re All IN”**

**For our veterans, Military Families, Community, and Children & Youth**

**American Legion Auxiliary  
Department of Florida  
Public Relations District Chairman Reports  
Due to Dept. Public Relations Chairman  
Mid-Year Deadline November 15th, 2018  
Year-End Deadline April 15th, 2019**

<hr/> <b>District Chairman Name</b>	<hr/> <b>District #</b>	<hr/> <b>No. of Units</b>
<hr/> <b>District Chairman Address</b>	<hr/> <b>City</b>	<hr/> <b>Zip Code</b>
<hr/> <b>District Chairman Phone No.</b>	<hr/> <b>District Chairman E-mail</b>	

**PRESS/MEDIA INFORMATION**

**# of interviews with reporters** \_\_\_\_\_

**# of articles published** \_\_\_\_\_  
(Attach copies to this report)

**# of letters to the Editor** \_\_\_\_\_  
(Attach copies to this report)

**# of TV aired programs/interviews/event coverage** \_\_\_\_\_  
(send copy to Department PR Chairman)

**# of public television announcements** \_\_\_\_\_

**List times and Dates:** \_\_\_\_\_

\_\_\_\_\_

**# of public service announcements (PSA's)** \_\_\_\_\_

**# of printed advertisements** \_\_\_\_\_  
(attach copies to this report)

**# of Social Media postings** \_\_\_\_\_

**Facebook page Name** \_\_\_\_\_

**# of ALA Unit/TAL Family Newsletters** \_\_\_\_\_  
(Attach one copy)

**# of Event Flyers** \_\_\_\_\_  
(Attach copies to this report)

**# of Email Blasts** \_\_\_\_\_

**Did Units create a media contact list?** \_\_\_\_\_

Did Units create a website or social media page? \_\_\_\_\_ If yes, give information  
Date Created \_\_\_\_\_ Name of website/social media page

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Did your Units develop a Public Relations program for 2018-2019? \_\_\_\_\_  
Did your Units contribute any articles to the Department Newsletter “The Winning Hand”  
Dates: \_\_\_\_\_  
What and How did Units promote fundraising activities for  
Dept. President Michele DeGennaro’s special project FinalSalute Inc.

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Attach copies

How, and with whom did Units share it with? (Posted in Post home, made copies for Legion  
Family, etc.) \_\_\_\_\_

Did Unit members wear ALA Emblem during events? \_\_\_\_\_ (Attach copies of  
Photos) with description of Mission related activity.

Did Units share pictures or media on the Department Public Relations face book page?  
\_\_\_\_\_ (Attach copies)

Does District have a Newsletter? \_\_\_\_\_ Published: Monthly, Quarterly? \_\_\_\_\_  
(Attach a copy) How is the Newsletter circulated: email, mailed, posted.

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What makes a good Mid-Year report and Year-End? Attaching a Narrative  
Don’t Stress. Some People develop anxiety when they hear the word “Narrative.” A  
narrative is nothing more than a story of connected events. You can make your narrative  
chronological, as in order of events by month, or simply highlight the public relations  
activities and events taking place in your Unit. (See a list of questions at the end of PR  
Program Action Plan)

**DISTRICT CHAIRMAN: PLEASE SUBMIT A MID-YEAR and YEAR-END REPORTS  
OF YOUR UNITS’ PUBLIC RELATIONS ACTIVITIES TO THE DEPARTMENT  
CHAIRMAN: Sandi Howard-Stepp 2745 Wentworth Pl. Cocoa FL 32926**

**NO LATER THAN:**

**MID-YEAR Dec. 15<sup>th</sup>, 2018 YEAR-END REPORT April 15<sup>th</sup>, 2019**

**Include one copy of each Unit report. Mail to address above.**

Thank you for Making our Mission Known

**“We’re All IN”**

**For our Veterans, Military Families, Community, and Children & Youth**

## **Mid-Year and Year-End Narratives**

**Report Narratives reflect the program work of Units and District Chairman. Include with reports narratives please answers to the following questions.**

- **How your Unit/District updated Media contact list (in each District chairman package is a list of media contacts and Social Media listing)?**
- **Where Public Service Announcements (PSA) used and What type of response was received?**
- **How was Department of Florida's ALA President's special project (FinalSalute.com) promoted?**
- **What specific activities have Unit/Districts done to work toward Goal 5 of the Centennial Strategic Plan?**