

PUBLIC RELATIONS

American Legion Auxiliary, Department of New Hampshire 2017 – 2018

Sheila M. Brooks, Chairman

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PLEASE circle the **YES** or **NO** answers. Please **PRINT** legibly.

Unit Name and Number: _____ District # _____

Chairman: _____ Address: _____

Phone # _____ email address: _____

1. How many articles were submitted to media? _____
2. How many articles were published? _____
3. How many Letters to the Editor were submitted? _____
4. How many pictures were submitted to media? _____
5. How many pictures were published? _____
6. Did the Unit use flyers or posters to promote events? **YES** or **NO** For how many events? _____
7. Did your Unit utilize community bulletin boards? **YES** or **NO** How many times? _____
8. How many Letters of Appreciation were sent out to area collaborative partners? _____
9. How many Certificates of Appreciation were extended? _____
10. Does your Unit have a Newsletter? **YES** or **NO** Year developed? _____ Frequency issued? _____
11. Does your Unit have a Website? **YES** or **NO** Year developed? _____ Date of last update _____
12. URL of your Unit Website _____
13. Did your Unit connect the American Legion Auxiliary Awareness Video promotional link on YouTube to their Website? **YES** or **NO**
14. Does your Unit have a Facebook page? **YES** or **NO** Year developed _____
15. Does your Unit have a Twitter Account? **YES** or **NO** Year developed _____
16. Did your Unit utilize the "HOW TO" information? **YES** or **NO** If yes, which ones? _____
17. How did these help you? _____

18. Did your Unit use radio or TV aired programs? **YES** or **NO**
19. What programs or events were covered? _____

20. Did your Unit promote the Auxiliary programs through newspaper articles? **YES** or **NO**
21. What programs were covered? _____

OVER ----->

22. Did the Unit utilize Community access channels for announcements or promotion of events?
YES or NO
23. How many gift subscriptions to the *National Auxiliary Magazine* did your members and/or the Unit give this year?

24. Did your Unit make a Press Book? **YES or NO**
25. Did your Unit submit a Press Book to Department Convention? **YES or NO**
26. In what manner(s) did your members and/or Unit promote the National President's theme this year, **ALA Member Pride**? _____

27. Did your Unit send in a **Mid-Year narrative report** that arrived to the Department chairman listed on this form by **December 20, 2017**? **YES or NO**

Use the remainder of this page or a separate sheet of paper to explain any of the above answers and to include a narrative on your Unit's Public Relations program. (Remember that a narrative is included as one of the criteria for a press book. Without a narrative your Press Book would automatically be disqualified from the Department Convention trophy competition.)

This report is due to the Chairman by April 1, 2018. Press books are due by April 15, 2018. **A copy of this report and narrative is needed as part of the Press Book criteria.**