

American Legion Auxiliary
Department of Georgia
Public Relations Unit Report Form
Due Date May 1, 2017

Unit Name _____ Number:# _____

Unit Chairman: _____

Home Address: _____ GA Zip: _____

Number of Members in Unit: _____

Please report numbers where applicable:

Media Form: List Number Of:

1. Interviews with reporters: _____
2. Articles Published: _____
3. Letters to Editors: _____
4. Interviews/Event coverage: _____
5. Public TV announcements: _____
6. Public Service Announcements: _____
7. Public Printed Advertisements: _____
8. Entries for Unit program emphasis award: _____
9. Entries in community display award: _____

Unit Communications:

10. Do you have a Unit web site: YES _____ NO _____
11. Number of hits on web site during the year? _____
12. Name of person maintaining Web Site? _____
13. Did you complete a Unit Press Book? _____
14. Did your Unit created a Public Relations fact sheet? _____
15. How did your Unit work to build the image of the ALA in your community? _____

16. Did your Unit promote National President's visit? _____
17. Did you get information to your Unit members in a timely fashion and how? _____

Please submit additional details regarding other Public Relations projects or activities on a separate sheet.

Please send one copy of your Public Relations Report Form to your District Public Relations Chairman, and one copy to Department Public Relations Chairman, Krista Massengale, address below. I also need copies of any newspaper articles, announcements, pictures, or anything you put in your local newspaper. Make sure it has the date and name of the newspaper.

Mail Report to:

ALA Dept of GA

3035 Mt. Zion Rd

Stockbridge, GA 30281

amlegaux@bellsouth.net

PUBLIC RELATIONS

MILDRED S. KELLY RADIO TROPHY — given by Mrs. J. Pat Kelly for use in the Department, permanently rotating. The Department wishes to use this trophy to honor Mrs. Kelly, a Past National President, which will be given to the **UNIT** having the most radio hours of Auxiliary activities for the year.

THE DR. JOANN T. MEADOWS PUBLIC RELATIONS TROPHY — contributed by Melissa Bradley Davis, in honor of her mother, Dr. Joann T. Meadows, for her love and years of service to the American Legion Auxiliary. This trophy will be permanently rotating. This trophy will be awarded to the **UNIT** having the **best and most inches of publicity** based on the following:

1. Publicity in daily and local papers. Dates, names of papers must be sent in with each news article to the Department Public Relations Chairman for measurement at least two weeks prior to the Department Convention.
2. The annual report form must be in the hands of the Public Relations Committee on or before the deadline in order for a Unit to qualify for this trophy.

In the event this trophy becomes damaged or can no longer be awarded, it would be retired to the family of Dr. Joann T Meadows, to be replaced if they so "wish. If the family cannot be contacted, then it would go to Calhoun Unit 47 for them to replace if they so desire

DOROTHY BUTTS COMMUNICATIONS TROPHY — This permanently rotating trophy honors a Past Department President who has consistently promoted all phases of Communications and Public Relations in her community for several years. Donated by the 1976-77 Communications Chairman, this trophy will be awarded to the **UNIT** which **reports promoting and carrying out the best year - round overall** Public Relations Program. Reports must be postmarked on or before report deadline. Judges for this award shall be the Public Relations Chairman, Scrapbook Chairman and Department Historian.