

PROGRAM: PUBLIC RELATIONS
Unit Annual Narrative Report 2021-2022
Department of Wisconsin

(If the unit has nothing to report for this program, please write the Unit & District # on top and return the blank form to Headquarters.)

Unit Number and Name _____ District _____

Unit City _____ Unit President's Name _____

Complete Address _____

Phone _____ Email _____

1. Does the unit have a website? Yes No
If yes, web address: _____

2. Does the unit use Facebook to promote unit activities? Yes No
If yes, what is the name of the Facebook page? _____

3. Does the unit follow/share the department Facebook page? Yes No

4. Describe any social media events sponsored by the unit that promoted the ALA:

5. Does the unit have a newsletter? Yes No
How is it distributed? Email US Mail at meeting
Is it a joint publication with the Post? Yes No
How many times a year is it published? _____

6. Describe any public service announcements that were distributed and type of response they generated
(continue on back/add a separate piece of paper if needed):

7. Did the unit keep an active and updated media contact list? How has this list impacted working relationships with the local media?

8. Describe how members participated in branding opportunities by wearing and promoting ALA apparel and logos. (continue on back/add a separate piece of paper if needed)

9. How many members reported showing off a picture of themselves with their Veteran?
(continue on back/add a separate piece of paper if needed)

Please list any Public Relations activities, events and projects the unit was involved in
(continue on the back/add a separate piece of paper if needed).

Please complete and return by APRIL 15, 2022 to:

American Legion Auxiliary, Dept of Wisconsin
PO Box 140, Portage, WI 53901-0140