American Legion Auxiliary

Department of Georgia

Public Relations Unit Report

Form Due Date May 1

Unit Name Number:#

Unit Chairman: Home Address:

Number of Members in Unit:

G

A Zip:

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.

Entr

ies in community display award:

Unit Communications:

1. Do you have a Unit web site: YES NO
2. Number of hits on web site during the year?
3. Name of person maintaining Web Site?
4. Did you complete a Unit Press Book?
5. Did your Unit created a Public Relations fact sheet?
6. How did your Unit work to build the image of the ALA in your community?
7. Did your Unit promote National President's visit?
8. 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 to name and 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:

**Judy Lively**

**303 John Mason Court Ball Ground, GA 30107 jlively@custard.com**

# 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 retires 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.