

American Legion Auxiliary - Department of Georgia  
**Public Relations Unit Report Form**  
Unit Reports Due Date May 1<sup>st</sup>

**Unit Name:** \_\_\_\_\_ **Unit Number:** \_\_\_\_\_ **District:** \_\_\_\_\_

**Unit Address:** \_\_\_\_\_

**Unit Public Relations Chairperson:** \_\_\_\_\_

**Unit PR Chairperson Address:** \_\_\_\_\_

**Unit PR Chairperson Email & Phone #:** \_\_\_\_\_

**Number of Members in the 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: \_\_\_\_\_

**Unit Communications:**

8. Do you have a Unit Website: \_\_\_\_\_
9. Number of hits on sites during the year: \_\_\_\_\_
10. Name of person maintaining Website: \_\_\_\_\_
11. Did you complete a Unit Press Book? \_\_\_\_\_
12. Did your Unit create a Public Relations Fact Sheet? \_\_\_\_\_
13. How did your Unit work to build the image of the ALA in your community? \_\_\_\_\_  
\_\_\_\_\_
14. Did your Unit promote the ALA National President's visit? \_\_\_\_\_
15. Did you get information to your Unit members in a timely fashion and how? \_\_\_\_\_  
\_\_\_\_\_

Please submit a narrative to add more details regarding the above and any other Public Relations projects or activities on a separate sheet. Include copies of any newspaper articles, announcements, pictures, or anything you put in your local newspaper or other media, including social media and website. Make sure the copy has the date and name of the newspaper/publication/posting.

**Pam Eckler**  
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Dahlonega, Georgia 20533

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2023/2024

## **PUBLIC RELATIONS AWARDS**

Please refer to the Awards and Recognition Rules Guide on the Department Website for details.

**MILDRED S. KELLY 1st PLACE COMMUNICATIONS PLAQUE** - given by Mrs. J. Pat Kelly for use in the Department, The Department wishes to use this plaque to honor Mrs. Kelly, a Past National President. When this plaque can no longer be awarded, it should be returned to Unit 112 to retire or replace.

It will be given to the **UNIT having the best and most broadcasting activities** (internet, radio, newspaper, tv, etc.) of Auxiliary activities for the year.

**THE DR. JOANN T. MEADOWS 2nd PLACE PUBLIC RELATIONS PLAQUE** - 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. In the event this plaque becomes damaged or can no longer awardable, it shall be retired to the family of Dr. Joann T. Meadows, to be replaced if they so wish. If the family cannot be reached or does not want to replace, then it shall be returned to would go to Calhoun Unit 47 for them to replace if they so desire.

This plaque 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 Chairperson 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 for a Unit to qualify for this plaque.

**DOROTHY BUTTS COMMUNICATIONS PLAQUE** - honors a Past Department President (Unit 81) who consistently promoted all phases of Communications and Public Relations in her community for many years. Donated by the 1976-77 Communications Chairperson.

This plaque will be awarded to the **UNIT which reports promoting and conducting 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 Chairperson, Scrapbook Chairperson and Department Historian.