

## 2010 – 2011 PUBLIC RELATIONS ANNUAL REPORT

Due by May 1, 2011 – Send to: Diane Fountain, 617 Victoria Street, Waveland, MS 39576

Unit \_\_\_\_\_ Chairman \_\_\_\_\_

Address \_\_\_\_\_

Number of members in Unit \_\_\_\_\_

<b>MEDIA FORM</b>		#
Number of interviews with reporters		
Number of articles published		
Number of Letters to Editors/OP Eds		
Number of letters of appreciation sent to Media		
Entry in three monthly articles contest	<b>Y</b>	<b>N</b>
Entry in display contest (sent to Dept. Chairman)	<b>Y</b>	<b>N</b>
Number of print advertisements		
Number of other PR print media used (i.e. Church bulletins – please list various forms used on back)		
<b>*Note: You do not need to measure number of inches</b>		
<b>RADIO &amp; TELEVISION</b>		
Number of aired programs/interviews/event coverage		
Number of program announcements		
Number of public service announcements		
Other (Please explain on back)		

Topics covered on Radio/TV:

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### Unit Communications

- Type of publication \_\_\_\_\_ Frequency \_\_\_\_\_  
(Example: Unit newsletter, bulletin, joint publication with post)
- Who received copies? \_\_\_\_\_
- Unit Web site URL \_\_\_\_\_ No. of hits this year \_\_\_\_\_  
When was Web site created? \_\_\_\_\_ Person maintaining Unit Web site: \_\_\_\_\_
- Does your Unit have e-mail Y/N Address \_\_\_\_\_
- Did you create a Unit fact sheet? Y/N If yes, enclose a copy with report.
- Did you promote giving Gift Subscriptions to **National News**? Y/N Number of subscriptions: \_\_\_\_\_

### EMPHASIS ON JUNIORS

- Number of news releases sent featuring Junior group \_\_\_\_\_
- Number of articles published about Junior group \_\_\_\_\_

### DEPARTMENT PARTICIPATION

- Did you complete a Unit press book? Y/N
- Did you enter your Unit press book in Department competition? Y/N
- Did you contribute press to the Department press book? Y/N

### NATIONAL AMERICAN LEGION PRESS ASSOCIATION (NALPA)

- Did any member(s) join the NALPA? If so, how many? \_\_\_\_\_