

**2023-2024 American Legion Auxiliary
Department of New York
Public Relations**

Department Public Relations Chairman

Suzanne Williams

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Purpose: The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.

Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*

- Maintain a social media account(s) for departments, divisions, and units.
- Build relationships with local media.
- Send press releases and letters to the editor to local media.
- Contact your local government for proclamations.
- Have an elevator speech.
- Familiarize yourself with the PR Toolkit.
- Take the ALA Academy courses related to PR:
- ALA Branding and Why it Matters to Me!
- Using Social Media to Your Unit's Advantage
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Wear branded clothing, pins, etc., at events.
- Have visible branding at booths, tables, etc.
- Have American Legion Family brochures available at events (order through the department office).

Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

- Distribute newsletters at all levels of the organization.
- Conduct video conferences (Zoom, etc.) with members.
- Inform members of national publications such as Auxiliary magazine, ALA blog, ALA eNews, ALA social media, etc.

Bring your Public Relations Poster to Mid-Winter Conference for the Contest

Once again there will be a Public Relations Poster Contest held at the Mid-Winter Conference. The theme this year will be "POW/MIA's what / who are they and how can we honor them"? It should be based on how you or your unit promotes recognition of POW's/ MIA's during ceremonies or meetings. How does your unit honor them? The Poster should describe what type of promotion you held, where it was held, how many members attended, and any other pertinent information related to this promotion. Remember to include your Juniors; they are the future of our organization.

The Poster must be on a standard Poster Board no larger than 22" x 28" and no smaller than 8 ½ x 11. On the back of the Poster put your name, your Unit Name, Unit Number, County

Name, and District Number. Posters must be dropped off for judging no later than Friday at 7pm. The winners will be announced at the Conference on Saturday morning.

DEPARTMENT PUBLIC RELATIONS AWARDS

Department Award Rules

- Entries must be typed, double spaced, not to exceed 1,000 words.
- Word count in lower left corner of cover sheet unless otherwise noted under award instructions.
- Entries must be in narrative form and placed in a folder.
- Pictures, newspaper clippings and other materials and/or documents may be included.
- All entries must include a cover sheet with the name of the award entry, name of the Unit/County/District, name, and address of the Unit/County/Chairman.
- Entries must be received by the Department Chairman no later than MAY 1st unless a different date is specified.

THE DEBORAH MORRIS AWARD: Award to the county with the best Publicity Book submitted. Must contain County publicity only.

Department Award: To the unit with less than 200 members for a press book containing the best publicity on all the American Legion Auxiliary Programs. Deadline: to be received by the Department Public Relations Chairman no later than May 1ST.

Department Award: To the unit with more than 200 members for a press book containing the best publicity on all the American Legion Auxiliary Programs. Deadline: to be received by the Department Public Relations Chairman no later than May 1ST.

Rules: no specific size or type of book is required

It must include the name of the county, District and Public Relations Chairman and an annual report. Newspaper Clippings and published newspaper photos are acceptable. Cover sheets must list the Unit name, number and name of the Public Relations Chairman submitting the book. Unit books are to be judged on the County Level and the winner is to be forwarded to the Department Chairman by May 1.

NATIONAL PUBLIC RELATIONS AWARDS

1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the Department Plan of Action.

2) Provide details/examples about the activity as outlined in the award's materials and guidelines.

A. Member Award: ALA Brand Ambassador

- Deadline: May 1, 2024
- Sent to the Department chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

B. Unit Award: New Website or Social Media Account Launch

- Deadline: May 1, 2024
- Send to the Department chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

C. Unit Award: Most Outstanding Unit Public Relations Program (per division)

- Deadline May1, 2024
- Send to the Department chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

D. Unit Award: Active PR TEAM Centennial Celebration (per division)

- Deadline May 1, 2024
- Send to the Department chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- Best narrative (with photos and media results) to convey the work of a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized.

E. Department Award: Best Department Public Relations Program (per division)

- Deadline May 1, 2024
- Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

**UNIT PUBLIC RELATIONS REPORT FORM
2023-2024**

Reporting Dates: **November 1, 2023** **April 1, 2024**

UNIT NAME & NUMBER _____

Name of Person Reporting _____

Address _____

E-Mail _____ Home# _____ Cell# _____

_____ **Unit does not have a Public Relations Chairman**

Total Minutes of Radio Time _____ Total Minutes of Television Time _____

Total Minutes of Social Network (Twitter, Instagram, Internet, etc.) _____

Grand Total _____

Please describe activities/projects carried out in your unit.

_____ # Interviews	_____ # Print Advertising
_____ # Pictures	_____ # Letters
_____ # Articles	_____ # Editorial Letters
_____ # Dept. President Project Articles	

Does your Unit have a website _____
Does your Unit publish a Newsletter _____
E-Bulletin _____

Facebook Page _____
Post Family Newsletter _____
E-Newsletter _____

Reminder: attach 2 copies of print media.

As part of your Narrative Report, please include the answers to the following questions:

How did your unit spread the word about the American Legion Auxiliary community of volunteers serving Veterans, military, and their families? How did Auxiliary volunteers make themselves visible while volunteering in the community? _____

**** No activities, hours, expenses, donations, or dollars spent for this committee are to be included in the Impact Report ****

**SEND THIS REPORT TO YOUR COUNTY PUBLIC RELATIONS CHAIRMAN
Keep a copy for your records**

**COUNTY PUBLIC RELATIONS REPORT FORM
2023-2024**

Reporting Dates: November 10, 2023 April 10, 2024

COUNTY _____ DISTRICT _____

Name of Person Reporting _____

Address _____

E-Mail _____ Home# _____ Cell# _____

_____ **County does not have a Public Relations chairman**

Total Minutes of Radio Time _____ Total Minutes of Television Time _____

Total Minutes of Social Network (Twitter, Instagram, Internet, etc.) _____

Grand Total _____

Please describe activities/projects carried out by the units in the county.

_____ # Interviews

_____ # Print Advertising

_____ # Pictures

_____ # Letters

_____ # Articles

_____ # Editorial Letters

_____ # Junior Press Releases

_____ # Dept. President Project Articles

Value of the Volunteer Hour is \$31.80

Does your County/Units have a website _____

Facebook Page _____

Does your County/Units publish a Newsletter _____

Post Family Newsletter _____

E-Bulletin _____

E-Newsletter _____

Reminder: attach 2 copies of print media.

As part of your Narrative Report, please include the answers to the following questions:

How have the Units in your County spread the word about the American Legion Auxiliary community of volunteers serving Veterans, military, and their families? How did volunteers make themselves visible while volunteering? _____

**** No activities, hours, expenses, donations, or dollars spent for this committee are to be included in the Impact Report ****

**SEND THIS REPORT TO THE DEPARTMENT PUBLIC RELATIONS CHAIRMAN
Keep a copy for your records**

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