2026-2027 American Legion Auxiliary
Department of New York
Public Relations

Department Public Relations Chairman
Ardella Turner
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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.

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.

2026-2027 NATIONAL PUBLIC RELATIONS AWARDS

Deadlines and Submission Requirements
All award submissions must include a narrative (either a PDF or Microsoft Word document) explaining why the department or unit you're nominating should receive the award. You may also upload other supporting documentation that will give the committee a full picture of the important mission work your department, or unit has accomplished this year. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents. If you have more than three supporting files, please email the committee email address listed in the form.

National Awards Form Link: https://www.legion-aux.org/National-Awards-Form

Unit Award: **ALA Mission Focused Social Media Account**
Presented to units with active social media accounts
One unit per department
Must have a maintained account focused on the mission of the ALA
Must conform to *ALA Branding Guide*
Materials and guidelines:
Document with screenshots/photos of social media postings
Social media account URL
All unit entries must be submitted via electronic form by 5 p.m. EST on June 1.
Note: You will receive confirmation when your award is submitted.

Unit Award: Most Outstanding Unit Public Relations Program (per division)
One unit in each division (5) that earns media placements in their community
Materials and guidelines:
Media placements/coverage highlighting ALA mission delivery.
All unit entries must be submitted via electronic form by 5 p.m. EST on June 1.
Note: You will receive confirmation when your award is submitted.

Department Award: **Best Department Public Relations (per division)**
One department in each division (5) to departments that exhibit outstanding use of public relations.
Materials and guidelines:
Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
Narrative not to exceed 500 words
All entries must be submitted via electronic form by 5 p.m. EST on June 1.
Note: You will receive confirmation when your award is submitted.

2026-2027 UNIT PUBLIC RELATIONS REPORT FORM

Reporting Dates: ☐ November 1, 2026 ☐ April 1, 2027

Name_____

Address _____

E-Mail_____Cell#_____

Unit: _____County: _____District: _____

_____ Unit does not have a Public Relations Chairman

Total Minutes of Radio Time _____Total Minutes of Television Time_____

Total Minutes of Social Network (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_____

_____# Junior Press Releases

Does your Unit have a website _____

Facebook Page_____

Does your Unit publish a Newsletter _____

Post Family Newsletter_____

E-Bulletin _____

E-Newsletter_____

# of volunteer hours X $36.14=_____.

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? _____

_____

_____

******** YOU MUST FILL IN THIS INFORMATION FOR IMPACT REPORTS *******

4. Our Service Representing the ALA in Our Community

Impact Report Line #	**For any service not included in Sections 1-3**	**Obtain Total From**	**Total**
Line 19	Total number of hours	*** Hours members volunteered**	

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

2026-2027 COUNTY PUBLIC RELATIONS REPORT FORM

Reporting Dates: ☐ November 10, 2026 ☐ April 10, 2027

Name_____ _____

Address _____

E-Mail_____Cell#_____

County: _____District: _____

_____ County does not have a Public Relations chairman
Total Minutes of Radio Time _____Total Minutes of Television Time_____

Total Minutes of Social Network (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

# of Volunteer hour $36.14 X+_____ _____ Facebook Page

Does your County have a website? Yes, _____ No_____

How many Units report having a website? _____ How many units publish newsletters_____

Does your County 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? _____

_____

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Impact Report Line #	**For any service not included in Sections 1-3**	**Obtain Total From**	**Total**
Line 19	Total number of hours	*** Hours members volunteered**	

County reports should be mailed or emailed to the Department Public Relations Chairman. Please retain a copy for your records

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