

PUBLIC RELATIONS  
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#### Public Relations Goals for 2009-2010

1. Increase Internal (Auxiliary members) and External (Public, Media) communications using all forms of media to promote the ALA image and programs that serve our Veterans.
2. Educate Auxiliary members on promoting programs, products and services of the American Legion Auxiliary.
3. Encourage use of the American Legion Auxiliary emblem to build public awareness of the ALA.
4. Promote the creation and effective use of unit web sites with the assistance of Junior members.
5. Effectively promote Junior member activities.

#### **Resources provided through the American Legion Auxiliary**

**“Getting Started in Unit Public Relations”**. This publication provides guidance for Unit Public Relations Chairmen. (Free through Department).

**Home Front Magazine & National News Newsletter** contains messages from the National President, committee chairmen, feature articles on issues of interest, new programs and activities of Senior and Junior members. (Free with your membership)

**This is The American Legion Auxiliary**: This brochure provides information about our programs and includes a membership application. (Free through Department)

**Writing Tips**: This brochure gives you clear concise tips on proper writing to improve the professional look of your written work. (Free through Department )

**Style Guide**: Available on-line for printing. This document is a guide for proper writing style. Go to the National Website – [www.legion-aux.org](http://www.legion-aux.org).

#### **Resources provided by The American Legion**

- Public Relation Handbook, latest edition Legion Family “slicks”.
- Good PR Equals Membership Success – 16 minute video.
- PSA (Public Service Announcements) on CD’s.
- The American Legion website – offers Media contacts in local areas.
- Various points of information – See Public Relations pages @ [legion.org](http://legion.org)

#### **Resources provided by National Emblem Sales**

\$9.95 American Legion Auxiliary Public Relations Handbook

#### **Additional Resources**

\$13.95 Associated Press Stylebook & Libel Manuel – in bookstores

Wall Street Journal/Washington Post (keep current on Vets issues).

#### **PUBLIC RELATIONS RECOGNITION AND AWARDS**

- A. National President’s Award for Excellence.** An award to the Unit with the best overall Public Relations program. Entries must be in narrative form not to exceed 1,500 words and must include the name of the Department, name and number of Unit, and name and address of the Unit Chairman. Copies of articles, newsletters, pictures of displays, events

promoting the Unit, speeches to other organizations, also including highlighting Junior programs and Press Book developments or any other examples of Public Relations may be included in the entry . **Entries must be submitted by May 1, 2010** to Fran McIntyre, 4791 County Road 40, Fort Calhoun, NE 68023.

**B. Unit Program Emphasis Award.** A \$50.00 award to a Unit Chairman in each Division for the best three published press releases. The National Public Relations Vice Chairman will use these press releases in the National President's Press Book. Entry must include three different articles published in three different months, (November 1, 2008 through May 1, 2010), and highlight a different A.L.A. Committee. Send nominations to Fran McIntyre, 4791 County Road 40, Fort Calhoun, NE 68023 by May 1<sup>st</sup>.

**C. Unit Community Display Award.** An award presented to the Unit with the most unique community display setup in any location other than an American Legion Post Home.

Unit should send a photo of the display to this Public Relations Chairman with a narrative of less than 250 words, displaying where and when the display was used, and how and why it was created. **Entries must be submitted by May 1, 2010** to Fran McIntyre, 4791 County Road 40, Fort Calhoun, NE 68023.

**D. Unit New Web Site Award.** A citation will be presented to each Unit that creates a Web Site. This site can include The Legion Family as long as the Unit has its own page. Report all Web Site addresses on the Annual Unit Report form and note all Unit Web Sites. Please be sure to note when web site was created. Send report to this chairman **by May 1, 2010**.

**E. Junior Public Relations Award.** A \$50.00 award to the Junior group (department, district or unit) for the best published press book or media coverage for a Junior activity or project. Copies of articles, newsletters, pictures of displays promoting event, or any other examples of public relations may be included in entry. **Entries must be submitted by May 1, 2010** to Fran McIntyre, 4791 County Road 40, Fort Calhoun, NE 68023. She will forward the entry on to National.

**Unit Public Relations Book:** The Unit Public Relations Chairperson is to submit a Public Relations Book for District competition. The 2009-2010 Chairman will submit her book for competition at the 2011 District Convention using the rules in the 2009-2010 ABC Book. The Public Relations Book being submitted for competition at the 2010 District Convention will be from the 2008-2009 year using the 2008-2009 ABC Book rules. Please have your Chairman check to be sure that the 2008-2009 Public Relations Book is submitted for District competition. It may be required for the 2009-2010 Chairman to assist in getting the Public Relations Book ready for the 2010 District Competition.

#### **SCORING THE 2009-2010 UNIT PUBLIC RELATIONS BOOK**

1. **Size**...10%
  - a. Stiff Cover...5%
  - b. Practical and Serviceable...5%
2. **Time**...10%
  - a. Current year only (May 1, 2008 to May 1, 2009)...5%
  - b. Each item headed with name of newspaper and date cut from newspaper or typewritten...5%
3. **Divisions**...30%

- a. Fly leaf (blank sheet)...5%
- b. Page 1: Name of Unit and address, Name of Unit Public Relations Chairman, Year covered...5%
- c. Page 2: List of Unit Officers...5%
- d. Last page of Book (Summary...15%
  - Total inches of news:
    - (1" depth of 2" wide column equals 1 inch)...2%
    - Total inches of pictures (count double)...2%
    - Sum total of No. 1 and No. 2...2%
    - For including size of town in book...1%
    - For including size of Unit in book...1%
  - Names of newspapers from which materials were gathered, noting whether daily or weekly...2%
  - Extra points to Unit having most publicity inches...2%
  - Best overall book...3%
- 4. **Appearance** (neatness)...20%
  - a. No decorations (pinking shears is considered decorative)...3%
  - b. Uniform margins...3%
  - c. Pasting (do not use plastic pages)...4%
  - d. Cutting (long articles, may be folded, portions pasted one under the other, or continued on next page. Pinking shears should not be used)...4%
  - e. Attractive arrangement of material on the page...3%
  - f. All guide marks erased; general neatness...3%
- 5. **Contents**...30%
  - a. Items used must contain "American Legion Auxiliary" and/or Unit number in order to facilitate judging...10%
  - b. All pictures and news articles must have been printed in newspapers (not Legion or Auxiliary publications)...5%
  - c. News items promoted A.L.A. program...15%

Unit Public Relations Books winning at District Conventions are to be sent to Department Public Relations Chairman Fran McIntyre, 4791 County Rd 40, Fort Calhoun, NE 68023, **by May 1<sup>st</sup>**

Unit Public Relations Book submitted from each District Competition

Department Awards:

First Place...\$10.00      Second Place...\$8.00

Hopefully with these helpful hints, the Public Relations Chairman can do more to promote the American Legion Auxiliary and activities of this great Patriotic organization.

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**CITATION POINTS - 20 points assigned**

5 pts... Unit kept a Public Relations Book and entered it in District Competition

5 pts... Unit sent clippings and/or pictures to the Department Public Relations Chairman (points continued)

5 pts... Unit sent "Thank You" notes or letters to radio, television stations, and newspapers commenting on time and space given to veteran stories

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5 pts... Unit created a community display promoting an ALA project or service to educate the public

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