



AMERICAN LEGION AUXILIARY
Department of Ohio

2010-2011
PUBLIC RELATIONS
PLAN OF ACTION

Department of Ohio Public Relations Chairman

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SEND REPORT TO : Karen Peel
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High on Patriotism
Linda Close
2010-2011 Department President

PUBLIC RELATIONS

2010 -2011

National President Carlene Ashworth's Theme – The Power of One!

Ohio President Linda Close's Theme – High On Patriotism!

The Power of One – have you ever thought about the number “one” as being powerful? The number one seems so small – but if you think about it in a different light – you can see and feel the power. You – the Unit member – hold that power! So – publicize what we do, big or small. Tell the public **WHO** we are, **WHAT** we do, **WHERE** and **WHEN** we do it and **WHY** we do it.

We can show our power by our press releases, articles, newsletters, phone calls, and emails. When the public and other members see what we have done and the fun we had, they become excited and want to be a part of it all.

We must learn to boast about our Units and what we do as an organization. Many of us were taught not to brag, but to have an effective Public Relations program, we must tell everyone what we do. Promote your Unit thru the press, radio, television and websites.

Purpose: The purpose of the Public Relations Committee is to work collaboratively with all levels of the organization to create, implement and support a proactive communications network that advances the objectives and programs of the American Legion Auxiliary and positively projects our image and programs to the general public.

OBJECTIVES

1. **OBJECTIVE** – To promote a positive image of the American Legion Auxiliary and its programs by collecting data regarding the number and types of publicity during the 2010 – 2011 fiscal year with a goal of 1,000 events/records at the Unit level.

Action Steps:

- a) Provide information and news release templates for Units to promote National, Divisional, and Department leadership visits, Conventions, Awareness Assembly, and ALA program activities.
- b) Provide tactics and technical design instruction to chairmen to build public awareness of the Auxiliary through strategic use of the American Legion Auxiliary emblem.
- c) Promote the sale of gift subscriptions of *HomeFront* magazine for public locations (i.e. doctor's offices, public libraries, community centers).
- d) Assist in the creation of public service announcements about the American Legion Auxiliary and key programs.
- e) Create a Public Relations Toolkit.

2. **OBJECTIVE** – Increase electronic communications with members by achieving a 80% increase in the number of email addresses on file with National Headquarters by National Convention 2011.

Action Steps:

- a) Promote the value of e Technology thru networks such as Facebook, Twitter, MySpace, MyVetwork, Youtube, etc. by providing examples of its successful use in bulletins or online communication. Be sure to involve your Juniors.
- b) Review monthly the information that is available on the National Website to ensure relevancy and accuracy.
- c) Review monthly the information that is available on the Department Website – www.alaohio.org.
- d) Encourage Units to ask members with email access to sign up for and then forward the ALA eNews or Spirit of America eNews to friends. Then ask them to sign up and receive these communications.
- e) Encourage Units to collect email addresses using creative ideas and incentives.

3. **OBJECTIVE** – Increase Unit Press Book submissions by Unit Chairmen by 10%.

Action Steps:

- a) Provide detailed guidelines on the Department website.
- b) Mail detailed guidelines to each Unit Chairman through Department bulk mailing and by email.

4. **OBJECTIVE** – Increase the number of Unit Websites by 25% by May 1, 2011.

Action Steps:

- a) Provide information to enable Units to establish and maintain websites.
- b) Provide links to websites related to the American Legion Auxiliary such as: The American Legion, Buckeye Girls State, Buckeye Boys State and Military Support services and organizations.
- c) Engage individuals in Unit that currently have websites to serve as mentors to help those interested in creating a new website.

We have our work cut out for us! But – **you** have the **power** to get the job done!

Department President Linda's theme is *High on Patriotism*. Who has more patriotism than the members of the American Legion Auxiliary? **PUBLICIZE!** Let everyone know how much this organization means to our members, veterans and communities.

AWARDS

DEPARTMENT

1. A certificate will be given to the District President whose Units submit the most PR items in her District by a deadline of May 1, 2011.
2. A certificate will be given to the District President whose percentage of Units submit the most PR items in her District by a deadline of May 1, 2011.
3. A “treat” for the Unit PR Chairman and Unit President who submit the most PR items by December 31, 2010. The “treat” will be given at Mid-Winter Conference.
4. A “treat” will also be given at Department Convention for the PR Chairman and Unit President who submits the most PR items by May 31, 2010.

MARIE MOORE PLAQUE – Best Press Book in Class I (Unit membership over 200) awarded to the Unit submitting the best press book with the Most All Around Activity in publicity. (See guidelines below).

DORIS WAINWRIGHT PLAQUE – Best Press Book in Class II (Unit membership under 200) awarded to the Unit submitting the best press book with the Most All Around Activity in publicity. (See guidelines below).

NANCY SALLOT PLAQUE – Award to the Unit submitting the Best Press Book covering All Communications (Press, radio, television, website). (See guidelines below).

GUIDELINES FOR THE PRESS BOOK

- Press book must be no larger than 12” X 15”.
- First Page must include name and address of Unit Chairman and the Unit name.
- A completed copy of the annual report form must be included.
- A narrative not to exceed 1,000 words describing how the PR programs were promoted in the Unit, referring to newspaper clippings included in the press book.
- Photostat copies of newspaper articles may be used, but must not exceed 1/3 of the total articles in the press book.
- The name of the newspaper, date and page number must be at the top of each article. Articles should be in chronological order.
- Newspaper articles and photographs concerning Auxiliary functions or programs should be included in chronological order.
- No more than three (3) different copies of the Unit newsletter should be included.

All submissions must follow the guidelines, and all Press Books/Narratives must have return postage to be returned to the Unit. Send entry to Public Relations Chairman: Karen Peel, 2216 25th Street SW, Akron, OH 44314-2202, no later than May 10, 2011.

ANNE ESHELMAN PLAQUE – (District Presidents Only) Awarded to the District President with the best newsletter based on the following criteria: Six bulletins/newsletters mailed between July 1, 2010 and May 1, 2011, appeal to the membership, value of information contained, copy arrangement (layout). This award is to encourage District Presidents to inform their Units of pertinent information of activities throughout their District and the Department of Ohio.

UNIT AWARD – A citation will be awarded to the Unit purchasing the most gift subscriptions to the National News. (These subscriptions include schools, libraries, VA Clinics, etc.).

UNIT NEWSLETTER AWARD – An award will be presented to the Unit PR Chairman who submits the Best Unit newsletter. Copies of three (3) Unit newsletters must be submitted. Include a narrative of 500 words or less by the Unit PR Chairman on how the newsletter is prepared and how it is distributed. The newsletter may be one that is published jointly by the Post and the Unit. A copy of the Unit Public Relations Annual Report must be included with the entry.

NATIONAL

DEPARTMENT AWARD – PUBLIC RELATIONS – OUTSTANDING PR PROGRAM AWARD – CITATION

Presented to Department Chairman in each Division.

Material and Guidelines:

- Articles, newsletters, pictures of displays, events promoting Units, speeches given, website URL, etc.
- Typewritten narrative not to exceed 1,000 words
- Deadline – June 1, 2011
- Send to National Chairman Coral May Grout

UNIT AWARD – PROGRAM EMPHASIS – BEST THREE PUBLISHED PRESS RELEASES

AWARD – CHAIRMAN’S CHOICE

Presented to one Unit Chairman in each Division

Materials and Guidelines:

- Include three different media publications, highlighting different ALA programs, published in three different months (Sept1, 2010 – May 1, 2011).
- Acceptable media publications must support the Auxiliary’s mission and goals.
- Deadline – June 1, 2011.
- Send to National Chairman Coral May Grout

**UNIT AWARD – INNOVATIVE PUBLIC RELATIONS ACTIVITIES
AWARD – CITATION**

Presented to all Units submitting a “best practice” that is highlighted on the National website.

Materials and Guidelines:

- Unit documents the innovative best practice activity and submits a copy to the National organization.
- Documentation must be from a media source between April 30, 2010 – May 1, 2011.
- Deadline – June 1, 2011
- Send to National Chairman Coral May Grout

**UNIT AWARD – WEBSITE – NEW WEBSITE LAUNCH
AWARD – CITATION**

Presented to all Units developing a website for 2010 – 2011.

Materials and Guidelines:

- Website URL, webmaster name and contact info.
- Website must have been created since September, 2010.
- Deadline – June 1, 2011
- Send to Divisional Chairman – Ree Ann Ross

**JUNIOR PUBLIC RELATIONS AWARD – BEST MEDIA COVERAGE OF ACTIVITY
OR PROGRAM
AWARD – CHAIRMAN’S CHOICE**

Presented to One Junior group (Department, District or Unit)

Materials and Guidelines:

- Articles, newsletters, pictures of displays promoting the event.
- Deadline – June 1, 2011
- Send to National Member Gwenell Knight, 1521 N. 1st Street, Harrah, OK 73045, gwenellknight@hotmail.com

RESOURCES

Auxiliary information – www.legion-aux.org

Media contacts in local areas – <http://capwiz.com/legion/dbq/media>

The American Legion – www.legion.org or
www.legion.org/whatsnew/publicrelations/publications

ALA sample news release template for Units – available online or by contacting National Headquarters at – alahq@legion-aux.org

Getting Started In Unit Public Relations – guide for Unit PR Chairman ***

Writing Tips – Available at Department Headquarters. Brochure gives you clear, concise tips on proper writing to improve the professional look of written work. ***

American Legion Auxiliary – Auxiliary Style Guide ***

American Legion Auxiliary Public Relations Handbook – available from Emblem Sales ***

American Legion Auxiliary Public Relations Guide ***

This is the American Legion Auxiliary available free from Department Headquarters ***

HomeFront magazine and **National News** – newsletter contain messages from the National President, Committee Chairmen, feature articles on issues of interest, new programs and activities of Senior and Junior members. Both publications are free with membership.

Additional Resources:

Wall Street Journal/Washington Post (keeps current on veteran's issues)

- Wall Street Journal (subscription rate may vary)
- Washington Post (rates vary based on delivery location)

*****These items can be downloaded from www.legion-aux.org/PublicRelations/Resources**