



**AMERICAN LEGION AUXILIARY**  
**Department of Ohio**

**2011-2012**  
**PUBLIC RELATIONS**  
**PLAN OF ACTION**

**Department of Ohio Public Relations Chairman**

**CHAIRMAN : Vicky Buck**  
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**REPORT DUE : May 1, 2012**

**SEND REPORT TO : Vicky Buck**  
**5581 Dunsmere Drive**  
**Galloway, Ohio 43119**



**Shining Stars**  
**Vi Grzybowski**  
**2011-2012 Department President**

# PUBLIC RELATIONS

2011 -2012

National President Kris Nelson's Theme – "*Honor Their Service*"

Ohio President Vi Grzybowski's Theme – "*Shining Stars* "

Honor Their Service – have you ever thought about how you became a member of the American Legion Auxiliary? Was it your father? Your husband? Your grandfather? This year publicize their service. It is a simple thing to do. 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, its mission and goals, through a variety of materials and resources available to Departments and Units online.

### Action Steps:

- a) Provide training to departments/units on utilization of online resources.
- b) Develop talking points that members can use to create speeches/news releases for the following: Memorial Day, Poppy, Four Chaplains Sunday, D-Day, American Legion Day, Pearl Harbor Day and other veteran-related days as appropriate.
- c) Be familiar with brochures and other National Headquarters' publications that represent the Auxiliary's programs and purpose and educate departments and units on what is available and how to obtain them.
- d) Involve Junior members in promoting social networking sites such as Facebook, Twitter, MySpace, and YouTube through bulletins that identify the process to participate.
- e) Work collaboratively with National Headquarters to provide content for the ALA website to include best practices from Units and Departments.
- f) Promote the free *ALA e-News* and emphasize increased member subscriptions.

- g) Promote the identity of the American Legion Auxiliary, its mission and goals, by expanding the distribution of ALA materials, including gift subscriptions of the magazine, pamphlets and applications within the community at local libraries, job fairs, medical facilities and supermarkets.
- h) Work collaboratively with all National Chairman to identify public relations needs for their programs.
- i) Work with Department Chairman to compile a list of media contacts for units to use within each Department.
- j) Promote American Legion and American Legion Auxiliary collaboration through linkages with information included on the American Legion website.

Department President Vi's theme is *Shining Stars*. Who can shine brighter 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, 2012.
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, 2012.
3. A "treat" for the Unit PR Chairman and Unit President who submit the most PR items by December 31, 2011. 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, 2012.

**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 Department Public Relations Chairman Vicky Buck, 5581 Dunsmere Drive, Galloway, Ohio 43110 no later than May 10, 2012.

**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, 2011 and May 1, 2012, 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. Send entry to Department Public Relations Chairman Vicky Buck, 5581 Dunsmere Drive, Galloway, Ohio 43110 no later than May 1, 2012.

## **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, 2012
- Send to National Chairman Diane Duscheck

**UNIT AWARD – PROGRAM EMPHASIS – Best Three Media 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 (Sept 1, 2011 – May 1, 2012).
- Acceptable media publications must support the Auxiliary’s mission and goals.
- Deadline – May 1, 2012.
- Send entry to Department Public Relations Chairman Vicky Buck, 5581 Dunsmere Drive, Galloway, Ohio 43110 no later than May 1, 2012.

**UNIT AWARD – Innovative Public Relations Activities**

**AWARD – Citation**

Presented to all Units submitting an online PR campaign (e.g., updating Facebook, posting Unit website updates, e-mail blasts, and online newsletters).

Materials and Guidelines:

- Unit documents the PR campaign and submits a copy to the Divisional Chairman.
- Documentation must be from a media source between April 30, 2011 – May 1, 2012.
- Deadline – June 1, 2012
- Send to Divisional Chairman Sandy Findeiss

**UNIT AWARD – WEBSITE – New Website Launch**

**AWARD – Citation**

Presented to all Units developing a website for 2011 – 2012.

Materials and Guidelines:

- Website URL, webmaster name and contact info.
- Website must have been created since September, 2011.
- Deadline – June 1, 2012
- Send to PR Committee Member: Dee Dee Buckley

**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 – May 1, 2012
- Send entry to Department Public Relations Chairman Vicky Buck, 5581 Dunsmere Drive, Galloway, Ohio 43110 no later than May 1, 2012.

## RESOURCES

Auxiliary information – [www.ALAforVeterans.org](http://www.ALAforVeterans.org)

The American Legion – [www.legion.org](http://www.legion.org)

ALA sample news release template for Units – available online or by contacting National Headquarters at – [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org)

*AP Stylebook*: [www.apstylebook.com/](http://www.apstylebook.com/)

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

**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.ALAforVeterans.org](http://www.ALAforVeterans.org)