



## Department of Ohio Plan of Action

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### **PUBLIC RELATIONS**

#### **CHAIRMAN**

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**REPORT DUE :**  
**April 15, 2016**

**SEE BACK SIDE FOR REPORT FORM & NARRATIVE INFORMATION**

# Department of Ohio Plan of Action

## 2015 – 2016 Department Report Form

This form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. If a Unit only completes this form and does not do a narrative, they will still receive credit as having completed a report. However, if the report shows all zero's or blank information this will not qualify as an actual report.

**Please complete the following.** Be sure to give the complete name of your Unit.

District # \_\_\_\_\_ Unit # \_\_\_\_\_ Membership Goal \_\_\_\_\_

Full Official Name \_\_\_\_\_

Unit President/Chairman (circle one) Name: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_ Member ID # \_\_\_\_\_

Specific Award Name (if applicable) \_\_\_\_\_

### PROGRAM:

## PUBLIC RELATIONS

**Answer the following Questions or include answers in your narrative and fill in the boxes at the bottom.**

- Does your Unit have a website and/or Facebook page? \_\_\_\_\_
- How many times has your unit been mentioned in local media promoting mission-related activities?  
\_\_\_\_\_
- How many PSAs were distributed in by your unit? \_\_\_\_\_
- Does your unit have an active and updated media contact list? \_\_\_\_\_
- Did you participate in the "Ring Your Bell" contest? \_\_\_\_\_ Do you think it was a successful program? \_\_\_\_\_ Please include further comments or suggestions in your narrative.
- What specific activities have you done to work toward Goal 5 (Building Brand Loyalty) of the Centennial Strategic Plan? \_\_\_\_\_

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total Dollars Spent to Promote all Programs
			\$

**If you would like to be considered for a Department or National Award attach your narrative to this report form. Follow all criteria when composing your Unit Program Narratives. Criteria for ALL narratives are as follows:**

Narrative must be typed written in narrative form.

Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)

Narrative may include photographs and news articles.

Optional-A copy of your Unit ALA Impact Form (Only if required in the Plan of Action Directions)

**Report Deadline: April 15, 2016**

**Narrative Deadline: April 15, 2016**

**MAIL TO DEPARTMENT PUBLIC RELATIONS CHAIRMAN**  
**Shirley Maurer, 06247 State Route 219, New Knoxville, Ohio 45871**

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Public Relations and the 2014-2019 Centennial Strategic Plan – Promoting who we are, what we do and why we matter strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, service members and their families (Goal 1).

## **PUBLIC RELATIONS**

### **What is this program, and why do we have it?**

Public Relations promotes who we are, what we do and why we matter.

### **What can you do?**

**1. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the Centennial Strategic Plan (*With The American Legion, Build Brand Loyalty*) and the use of the variety of public relations materials and resources available online.**

#### **Ideas:**

##### **Member**

- Give an *Auxiliary* magazine gift subscription to your local library and doctors' offices.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post home. Print brochures online from the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), or order them from your department secretary.
- Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about. Button order forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Be prepared to answer when asked who the Auxiliary is, what we do in communities, and why we matter.

##### **Unit**

- Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, available in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Build relationships with your local media and political figures to educate them on who we are, what we do and why we matter.
- Write a letter to the editor and/or news release for patriotic holidays and events. Templates can be found in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Familiarize yourself with and utilize the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit and other tools available in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Order a copy of the "Step Up, ALA" public service announcement DVD to take to your local television stations and request they air it. Or, email [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org) to request a free 15-second version for your public broadcasting station.

##### **Department**

- Compile a list of media contacts for distributing department news. Step-by-step instructions are available in the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, available in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Be familiar with Auxiliary public service announcements (PSAs), brochures and other ALA publications. Educate units on materials available and how to obtain them.

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- Monitor news coverage to share with department and national leadership, if needed.
- Conduct a “Ring Your Bell” contest. See the how-to sheet for details.
- Each department PR chairman must ensure that her department’s ALA Impact Report is submitted.

### **2. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.**

#### **Ideas:**

##### **Member**

- Promote Auxiliary events on your personal social media accounts.
- Subscribe to *ALA eNews* and *In the Know eBulletin* via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Link to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and/or the ALA Step Up commercial in your personal email signature.

##### **Unit**

- Create or improve and actively maintain a unit website that adheres to brand standards (see *ALA Branding Guide* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)).
- Create and maintain an active social media presence for your unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).

##### **Department**

- Create or improve and actively maintain a department website that adheres to brand standards. Be familiar with “Department Website Best Practices” available in the *ALA Branding Guide* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Promote American Legion Auxiliary and American Legion collaborations through links to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and [www.legion.org](http://www.legion.org).
- Create and maintain an active social media presence for the department on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).
- Encourage members to sign up for *ALA eNews* and *In the Know eBulletin* via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Forward electronic publications such as *ALA eNews* and *In the Know eBulletin* to your unit PR chairmen.

#### **Additional Resources You Can Use**

1. *Public Relations Guide and Tips for Volunteer Recruitment* toolkit: [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
2. *AP Stylebook*: [www.apstylebook.com/](http://www.apstylebook.com/)
3. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for ALA Branding Guide, submissions to *Auxiliary* magazine, posters, flyers, news releases, marketing materials, and much more.
4. *Getting Started in Unit Public Relations* Download from [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
5. *ALA E-News* – Monthly electronic newsletter...sign up at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
6. *American Legion Auxiliary Press Release Guide*  
<http://www.alaforveterans.org/documents/press%20release%20guide.doc>
7. ALA sample news release template for Units – available online or by contacting National Headquarters [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org)

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## NATIONAL AWARD INFORMATION & DEADLINES

**NOTE:** Please be sure each award entry includes a **COVER SHEET** with Award Name, Department of Ohio, Unit name and number, Chairman Name, address and phone number.  
Please include a copy of your Department Report Form.

### Unit Award: Program Emphasis - Best Media Coverage

Award: Plaque

Presented to: One unit chairman in each division (5)

#### Materials and guidelines:

- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (Sept. 1, 2015 – April 15, 2016).
- Acceptable media publications must support the Auxiliary's mission and goals.
- Must include award cover sheet.
- DEADLINE: APRIL 15, 2016**
- Mail to Department PR Chairman Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**

### Unit Award: Website - New Website Launch

Award: Personalized mouse pad and congrats letter

Presented to: All units developing a website during 2015-2016.

#### Materials and guidelines:

- Website address/URL, webmaster name and contact info
- Website must have been created after Sept. 1, 2015.
- Website must conform to Website Guidelines in the *ALA Branding Guide* (found on the Public Relations program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org))
- DEADLINE: MAY 1, 2016**
- EMAIL TO CENTRAL DIVISION CHAIRMAN SUZANNE M. KNAPP, BY EMAIL: [Suzanne.knapp26@gmail.com](mailto:Suzanne.knapp26@gmail.com) and EMAIL To Shirley Maurer at [pmaurer@nktelco.net](mailto:pmaurer@nktelco.net).**

### Junior Public Relations Award - Best Media Coverage of Activity or Project

Award: Plaque

Presented to: One Junior group (department, district or unit)

#### Materials and guidelines:

- Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
- Narrative not to exceed 500 words
- Must include award cover sheet.
- DEADLINE APRIL 15, 2016**
- Send to Department PR Chairman Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**

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## Member Award: ALA Brand Ambassador

Award: Citation

Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, And other activities that showcase the Auxiliary's unique branding through visual identity.

### Materials and guidelines:

- Document with action photographs, screen shots and other evidence of brand promotion activities.
- Activity must occur between May 1, 2015, and May 1, 2016.
- Must include award cover sheet.
- DEADLINE APRIL 15, 2016**
- Send to Department PR Chairman Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**

## PUBLIC RELATIONS REPORTING

DEPARTMENT NEWSLETTER: Will be sent in the Bulk Mailing each month. Don't forget to submit a short article or idea that you think would help other Units be successful in an Auxiliary program. Of the articles received each month, I will be choosing articles or ideas to be printed in the Department Newsletter "**OHIO Rocks**". Your Unit may submit as many articles or ideas as you like every month. **Send to Dept. PR Chairman Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**

MID YEAR REPORTS: Tell me how your Unit is doing and send it to me, **Shirley Maurer, by Dec. 20, 2015** so I can let National know how "*Ohio Rocks*". Please make sure you are sending me your Public Relation articles for President Martha's Press Book in a timely manner.

YEAR END REPORTS: Please have all Narratives for Awards sent to Department Public Relations Chairman **Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**, by the **DEADLINE April 15, 2016**.

## DEPARTMENT AWARD INFORMATION & DEADLINE

1. A certificate will be given to the District President whose Units submit the most PR items in her District by a deadline of **APRIL 15, 2016**.
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 **APRIL 15, 2016**.
3. A "special GIFT" will be given to the Unit PR Chairman and Unit President who submits the most PR items by **DECEMBER 31, 2015**. The "special GIFT" and recognition will be given at Department Mid-Winter Conference.
4. A "Special GIFT" will be given to the Unit PR Chairman and Unit President who submits the most PR items by **APRIL 15, 2016**. The "special GIFT" and recognition will be given at Department Summer Convention.
5. A certificate will be given to each Junior that prepares a Junior press book.

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## DEPARTMENT PRESS BOOKS

**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** – Awarded to the Unit submitting the Best Press Book covering All Communications (Press, radio, television, website). (See guidelines below.)

### **GUIDELINES FOR THE PRESS BOOKS**

- 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 ALA Impact Report Form with narrative must be included.
- A narrative not to exceed 1,000 words describing how the PR programs were promoted in the Unit and 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.
- **Embellishments belong in scrapbooks, not in a press book**
  - ➔ All submissions must follow the guidelines, and all Press Books/Narratives must have return postage to be returned to the Unit.
  - ➔ Send entry to the Department Public Relations Chairman **Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871**

### **DEADLINE FOR PRESS BOOKS IS APRIL 15, 2016**

**ANNE ESHELMAN PLAQUE** – (District Presidents Only) this award is to encourage District Presidents to inform their Units of pertinent information on activities throughout their District and the Department of Ohio. Awarded to the District President with the best newsletter based on the following criteria:

- Six bulletins/newsletters mailed between **JULY 31, 2015 AND APRIL 15 2016**
- Appeal to the membership
- Value of information contained
- Copy arrangement (layout)

**UNIT AWARD** – A citation will be awarded to the Units purchasing the most gift subscriptions to the Auxiliary Magazine. (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 1,000 words or less by the Unit PR Chairman on how the newsletter is prepared and how it is distributed. The newsletter may be

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one that is published jointly by the Post and the Unit. A copy of the Unit ALA Impact Report should accompany the submission.

Send entry to Department Public Relations Chairman **Shirley Maurer, 06247 State Route 219, New Knoxville, OH 45871.**

**DEADLINE NO LATER THAN APRIL 15, 2016.**