



# Department of Ohio Plan of Action



## PUBLIC RELATIONS

### CHAIRMAN

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**REPORT DUE: April 15, 2020**

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. A Unit must submit a narrative in order to receive credit for an award submission or Citation of Merit. Narrative - there is no word count requirement. Simple or elaborate stories will be accepted as a report. <b>Please complete the following.</b> Be sure to give the complete name of your Unit: _____				
District _____	Unit # _____	Membership Goal _____	Membership Total As of Report _____	
Name of Person Completing Report: _____			Unit Chair. _____	Unit Pres. _____
Phone # _____	Email _____	Membership ID (if available) _____		_____
Specific Award Name(if applicable) _____				

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.

### Narrative Deadline: April 15, 2020

#### **Answer the following Questions or include answers in your narrative**

- How has your Unit website and/or Facebook page inspired units to develop social media at the local level? \_\_\_\_\_
- Has your unit been mentioned in local media promotion of mission-related activities? What type of promotions have they received? \_\_\_\_\_
- Did your Unit do any Public Service Announcements? How were they received? \_\_\_\_\_
- How does your Unit keep an active and updated media contact list? \_\_\_\_\_
- How did your Unit use Social Media to promote the ALA Brand? \_\_\_\_\_
- What specific activities has your Unit done promoting Celebrating Century of Service"? \_\_\_\_\_

#### **Program Summation:**

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total Dollars Spent or Raised	Total Number of Patriotic/Veteran Programs/Events
			\$	

**The National Cover Sheet is included on the backside of this form.**

**Please fill out the Unit or Member Portion and send with your Narrative. Send your narrative, this report form and National Cover Sheet to your District or Department Chairman.**

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## American Legion Auxiliary National Report and Award Cover Sheet

See the Annual Supplement to the Programs Action Plan to determine where to send this form.  
**Please note, your report will also be viewed as an award entry if this cover sheet is attached.**

**Complete the following if you are applying for a member award.**

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of state where you are a member: \_\_\_\_\_

Member's Full Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_) \_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

National committee sponsoring award: \_\_\_\_\_

Name of the award you are applying for: \_\_\_\_\_

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**For a unit award or to submit a year-end unit narrative report, please complete this section.**  
Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (**circle one**) name: \_\_\_\_\_

Above listed person's ALA member ID#: \_\_\_\_\_ Phone number: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

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**For a department award or to submit a year-end department narrative report, please complete this section:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

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## 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, Both internally to all our members, to potential members, and to the general public.

### **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. See the subscription form at the end of this program Plan.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. 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 your community, 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, *ALA Branding Guide* 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 (\$10) to take to your local television stations and request they air it, or request a free 15-second version for your public broadcasting station. To order the 60-second version DVD or request the 15-second version, email [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org).

**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 "Step Up, ALA" commercial (<https://youtu.be/TgahjxlhGC0>) in your personal email signature.

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## 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).

Public Relations promotes who we are, what we do, and why we matter. Public Relations and the 2017-2022 ALA Centennial Strategic Plan: promoting who we are strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, servicemembers, and their families (Goal 1).

Taking the time to celebrate ALA's Centennial Celebration and share a favorite story about the positive impact you or someone you know has had on our mission this year is our goal! It helps us tell the world who we are, and why we matter. Just two simple steps to add your part to our national birthday celebration and success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover sheet found at the beginning of this Program Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.

How To Sheets - ([ALAforVeterans.org](http://ALAforVeterans.org) – go to Public Relations)

- How To Write a News Release
- How to Utilize Facebook and Twitter to Promote Auxiliary Events and Activities
- How to Set up a Department or Unit Website

Additional Resources You Can Use

1. American Legion Auxiliary Branding Guide, available under PR/Marketing Resources in the Members Only area at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
2. "Photography Guidelines," see ALA Branding Guide pages 20 and 21, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
3. ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit: [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
4. ALA Style Guide: Available by emailing [publicrelations@ALAforVeterans.org](mailto:publicrelations@ALAforVeterans.org); and the AP Stylebook: [www.apstylebook.com/](http://www.apstylebook.com/)
5. [www.ALAforVeterans.org](http://www.ALAforVeterans.org): For submissions to national ALA media; templates for posters, flyers, news releases, and others; marketing materials; and much more
6. The national Public Relations Committee Facebook group, search "ALA Public Relations"
7. Your national Public Relations committee members (see Public Relations program page on the national website or Annual Supplement for contact information)

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National Report and Awards Cover Sheet, deadlines, and Public Relations committee contact information may be found on the Public Relations committee page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

- A. **Member Award:** ALA Brand Ambassador
- Deadline: April 15, 2020
  - Award: Lapel Pin
  - Presented to one member in each department who achieves excellence in promotion of the ALA 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.
  - Send document with action photographs, screen shots and other evidence of brand promotion activities.
  - Sent to Department PR Chairman Member postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Unit Award:** New Website or Social Media Account Launch
- Deadline: April 15, 2020
  - Award: Personalized mouse pad and congrats letter
  - Presented to all Units developing a properly branded website or social media account during the current ALA administrative year.
  - Site/Account must have been created after September 1 of the current ALA admin year.
  - Website/Facebook page must conform to "Website and Social Media Guidelines" in the *ALA Branding Guide*.
  - Web address/URL, webmaster/administer name and contact info, or name and contact info for ALA coordinator if webmaster/administrator is a third-party vendor
  - Send to Department PR Chairman Member postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Unit Award:** Most Outstanding Unit Public Relations Program
- Deadline: April 15, 2020
  - Award: Citation Plaque
  - Presented to one Unit in each Division, (5) awards given.
  - Include three different media placements/cove highlighting different ALA programs, featured in three different months (September 1 – April 15 of the current ALA administrative year).
  - Acceptable media publications must support the American Legion Auxiliary's mission and goals.
  - Send to your Department Chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- D. **Unit Award:** Active PR TEAM Centennial Celebration
- Deadline: April 15, 2020
  - Send to your Department Chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
  - Best narrative (with photos and media results) to convey the work a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized.

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## NATIONAL AWARD INFORMATION & DEADLINES

NOTE: Please be sure all award entries for the above National Awards include the attached cover sheet with all information filled in appropriately. All entries are to be received by Department Public Relations Chairman Cindy Masowick, 9320 Root Dr, Streetsboro, Ohio 44241 by **April 15, 2020**. (If you email this, also send hard copy)

### **Public Relations Reporting:**

Department Newsletter: will be sent in the Bulk Mailing each month. The newsletter will be called “**The Centennial Advocate**” The stories featured each month will be the history of your Unit, such as when you were chartered, how many members were chartered, your officers, basic history of your unit and your current membership. Also I need articles explaining how your unit is promoting The Next 100 Years. Are you promoting membership drives, do you tell the history of The American Legion Auxiliary? I also will put in the newsletter as many Unit functions as possible, so please keep those articles coming.

### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year reflection. Each unit should send Department Public Relations Chairman Cindy Masowick, 9320 Root Dr, Streetsboro, Ohio 44241 a report by **December 20, 2019**. (Department Chairman is required to submit a narrative report by January 5, 2020 to the Division Public Relations Chairman and the National Public Relations Chairman.)

### Year-End Reports

Annual reports reflect the program work of units in the department, and may result in a national award for participants if award requirements are met. Each Unit Public Relations chairman is required to submit a narrative report by **April 15, 2020** to the Department Public Relations chairman. (Department Chairman is required to submit a narrative report to the Division Public Relations Chairman and the National Public Relations Chairman.)

## 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, 2020**.
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, 2020**.
3. A “special GIFT” will be given to the Unit PR Chairman and Unit President who submits the most PR items by **DECEMBER 31, 2019**. 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, 2020**. 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 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 Cindy Masowick, 9320 Root Dr, Streetsboro, Ohio 44241.
  - ➔ **DEADLINE FOR PRESS BOOKS IS APRIL 15, 2020**

**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 **MAY 1, 2019 AND APRIL 1, 2020**.
- Appeal to the membership
- Value of information contained
- Copy arrangement (layout)

**Please Note:** The District President is to mail or email to the Department Public Relations Chairman your best six newsletters to be judged by **April 15, 2020**. **Please** continue to send all newsletters to Department Public Relations Chairman so as to have for Mid-Year and End of Year Reporting.

**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.)

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**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 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 Cindy Masowick, 9320 Root Dr, Streetsboro, Ohio 44241.

**DEADLINE NO LATER THAN APRIL 15, 2020.**

*Attach Unit Newsletters to this form.*

**Unit #** \_\_\_\_\_ **Unit Goal** \_\_\_\_\_ **Unit Chairman Name** \_\_\_\_\_

**Address** \_\_\_\_\_ **Phone** \_\_\_\_\_