

Public Relations 2015 - 2016

The Public Relations Committee encourages your Unit to promote a positive image of the American Legion Auxiliary by participating in the following activities:

- a. Provide subscriptions or copies of *Auxiliary* magazine for a variety of businesses within the community.
- b. Participate in community events (fairs, festivals, etc.) and highlight the Auxiliary and membership eligibility at these events.
- c. Order a copy of 'Step Up, ALA' DVD public service announcement and distribute it in the community.
- d. Submit 3 media publications, highlighting 3 different ALA programs in 3 different months from September 1, 2015 - May 1, 2016.
- e. Provide Letters to the Editor, Unit News Letters, PSAs [Public Service Announcements] and TV interviews to support our mission and Unit activities.
- f. Create a Unit website from September 1, 2015 – May 1, 2016 following guidelines in the *ALA Branding Guide*.
- g. Create a Unit Facebook page and maintain it with current Unit activities.
- h. Increase the number of members accessing In the Know eBulletin and ALA eNews via www.ALA.forVeterans.org.
- i. Use Twitter or LinkedIn to involve members in online networks.
- j. Wear Auxiliary apparel to promote our organization.
- k. Encourage Juniors to promote their activities in the media.

The PR Committee is also promoting a KEEP THE PROMISE PUBLIC RELATIONS CAMPAIGN where members show the community, veterans, military and their families that the mission of our organization is to give them support. Through Unit and individual PR efforts you can tell and show what the Auxiliary is, what we do, why it matters and how others can become involved.

The following awards will be presented for the Public Relations program this year:

- *Certificate and gift presented to all units* submitting 3 media publications, highlighting 3 different ALA programs published in 3 different months from September 1, 2015 – May 1, 2016. Name of the newspaper and date of publication should be a part of the articles submitted. If copies are submitted, the copies MUST be legible. Best entry will be submitted to national for judging.
- *Certificate and gift presented to one member from each division* demonstrating best promotion of the American Legion Auxiliary with social media, personal appearance wearing branded apparel and other activities that showcase the Auxiliary.
- *Certificate and gift presented to all units* developing a unit website after September 1, 2015 who (a) notify the PR chairman and (b) provide the web site address and web site administrator. Websites must conform to Website Guidelines in the *ALA Branding Guide*. A list of all units completing this achievement will be forwarded to the national organization for recognition.
- *Certificate and gift presented to all junior/ groups* who submit the 500 words or less narrative describing media coverage.

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Beth Randall and Margie Erskine, Members