



**American Legion Auxiliary  
Department of Michigan  
Public Relations Program Guide 2023-2024**

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**Purpose:** The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.

**Key Program Statement:**

Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families, as well as children and community.*

Promoting who we are and what we do strengthens our brand (emblem and name) and allows communities to know how we make a difference. It also makes us attractive to potential members who will recognize our goal. Try to promote a positive image of our American Legion Auxiliary by supporting our Unit, District and Department activities. Show up for community events in Legion branded apparel. Consider working with the media at the local level to build a working relationship. Remember the media is a part of our community and can be a valuable asset.

**Duties:**

Prompted by the Auxiliaire article calendar, you will send out reminders to Officers, Chairman and District Presidents who have an article due in the Auxiliaire Newsletter (which is part of the Legionnaire publication) monthly. You will proofread the articles you receive, correcting spelling, punctuation and grammar. Sometimes you may receive pictures and they must be in

jpeg form and separate from the article. You will change the font to 12 and to New Times Roman, unless received in that format. Please convert all articles to a word or pdf document. Email to Executive Director at [info@michalaux.org](mailto:info@michalaux.org). You will receive a calendar of articles that are due for each month of the year. The Executive Director will send you the articles they receive each month. If you have any questions, please contact our Executive Director, Shannon Werner.



AMERICAN  
LEGION  
AUXILIARY

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Use our new “wave” logo for: Marketing, recruiting, and fundraising uses, such as: advertising, apparel, business cards, letterhead, email signatures, press releases, digital, promotional communications, and other events.



Use our original logo for: Official, legal, and historical uses, such as: uniform caps, financial documents, history books, reports and resolutions, formal government communications. (\*Branding info from American Legion Auxiliary Magazine, February 2023 issue).

For more specific information, consult the *ALA Branding Guide* and other tools at [ALAforveterans.org](http://ALAforveterans.org) in the Member Resources Section.

### **Action Ideas:**

Learn who your local Reporters, Radio and TV personalities are. Compile a list of phone numbers and/or email as your contacts. Getting free publicity is a bonus.

Share information for all events (e.g., contests, scholarships, accomplishments, fundraisers, patriotic holidays, etc.) Don't forget to say, “thank you.”

See the Branding Guide found at: [www.ALAforveterans.org](http://www.ALAforveterans.org). It has ideas and directives on how to use the “Brand” in the best way, as well as, guides on what it can be used for. It may be used on items such as business cards, envelopes and letterheads, brochures, and posters.

Wear our “Brand” and remember you are representing the Auxiliary. To order ALA branded items visit <https://emblem.legion.org>.

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

Members can distribute ALA brochures and posters in the community at libraries, job fairs, post homes, etc. You can print brochures online from the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org). Be prepared to answer questions when asked who the Auxiliary is, what we do in our community, and why we matter. Note-It doesn't hurt to have member applications with you also when you are out in public.

Units can develop a list of local media contacts for your Unit to use. Step-by-step instructions are included in the *PR Guide and Tips For Volunteer Recruitment* toolkit available in the Marketing and Promotional Materials in the Member Resource section at [www.alaforveterans.org](http://www.alaforveterans.org).

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

Members promote Auxiliary events on your social media accounts. Subscribe to *ALA eNews* and *ALA Blog* via [WWW://ALAforveterans.org](http://WWW://ALAforveterans.org).

Units create/improve and actively maintain your unit website. Make sure it adheres to brand standards. Create and maintain an active social media presence for your unit on one or more platforms.

**Social Media/Platforms**

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family, and various communities. Social media includes: Facebook, Twitter, Instagram, Snapchat, etc. Does your unit or district have a Social Media page? These platforms are generally free and are a useful communication tool. Remember you are representing the American Legion Auxiliary. A "picture is worth a 1,000 words" and can get your point across or better capture the moment.

**Public Relations Program Reporting**

Year-End Reports (Your efforts and impact over the past year. Too much information is better than too little.)

Units please submit all of your information in a narrative format and you may include some pictures. Also submit any Award entries to your District Public Relations Chair and/or District President by their deadline.

District Public Relations Chair and/or District President, please submit your Districts combined Unit Reports and Award entries to the Department Public Relations Chair by April 15, 2024.

Suggestions of what to include in your PR narrative. What PR efforts did your members and/or Unit do this year? How many members and hours were involved? Did you find a local media contact that helped you? Which media form was used (e.g., TV, radio, newspaper, social media,

signage, flyers, etc.). Did you receive any publicity and for what? Did you use any ALA logos? Did you submit for any awards? Were there any meaningful experiences or outcomes?

### **Department of Michigan Public Relations Awards:**

#### Press Book Awards:

Gladys Lee Citation-To the Unit with the most publicity in a weekly newspaper, substantiated by articles in their Press Book. Entries are judged based on word count.

Alma Viergever Citation-To the Unit, under 75 members, with the most publicity in a daily, weekly, or monthly paper, substantiated by articles in their Press Book. Entries are judged based on word count.

Leslie F. Kefgan-To the Unit with the most inches of publicity in a daily newspaper, substantiated by articles in their Press Book.

Ivy Lee Reinhardt Citation-To the Unit with the best all-around Press Book.

Ada Bogart Citation-To the Junior member with the best publicity Press Book.

#### Press Book Criteria

- Material must be prepared in a Press Book (binder) no larger than 12 X 15 inches on 8-1/2 X 11-inch pages.
- The first page of the entry must include the name, address, and phone number of the Unit Chairman, name of the Unit and the total number of words (or inches-see Kefgan Citation) and pictures in the Press Book.
- The entry must include a copy of the Unit's Annual Public Relations Report.
- The name of the newspaper, date and page number must appear at the top of each article.
- Newspaper articles, bulletins and photographs concerning the Auxiliary and/or Legion Family function/program should be included in chronological order.
- Photostat copies of articles may be used.
- Paid articles are not to be included.
- The Press Book should tell the story of how the American Legion Auxiliary programs were promoted by the Unit.
- Do not underline anything!
- The American Legion Auxiliary and/or the American Legion (Family) should be included in each article.

### Broadcast Award

Kanaby Broadcast Citation-To the Unit with the best script for either a radio or TV program. Script verification from the radio or TV station with written confirmation from said radio or TV station.

### Website Award

Marian "Pic" Webster Citation -To all Units creating/maintaining a properly branded website.

### Newsletter Awards

Unit "Letter Style" Newsletter-To the Unit that sends out the best newsletter in the form of a letter to their members.

District "Letter Style" Newsletter-To the District who sends out the best newsletter in the form of a letter to their members.

#### Criteria for Letter Style Newsletter

1. Send one copy each, of three (3) issues published between April-March, to be judged by the District PR Chair or President postmarked no later than their deadline.
2. Include a copy of the Unit's Annual Public Relations Report with entry.
3. Entries will be judged as follows:

Unit or District name, number, address, editor's name	10 points
Meeting information (time, date, & contact if needed)	10 points
Member information (new members, illness, etc.)	15 points
Summary of Unit recently completed projects or activities	10 points
Summary of Unit upcoming projects or activities	25 points
Auxiliary Programs or Reports	15 points
General Appearance	15 points
<u>Total possible points</u>	<u>100 points</u>

Best Unit Newsletter-To the Unit with the best newsletter publication

Best Unit/Post Joint Newsletter-To the Unit with the best joint newsletter publication.

Best District Newsletter-To the District with the best newsletter publication.

#### Criteria for Newsletter Publication

1. Send one copy of three (3) issues published between April-March, to be judged by the District PR Chairman or President postmarked no later than their deadline.
2. Include a copy of the Unit's Annual Public Relations Report with entry.

3. Entries will be judged as follows:

Masthead (emblem, name of newsletter, date & editor's name)	10 points
Meeting information (time, place, & contact if needed)	10 points
Unit Officers & Chairmen (list of names by articles)	5 points
Member information (new members, illness, birthday, etc.)	10 points
Summary of Unit recently completed projects or activities	10 points
Summary of Unit upcoming projects or activities	15 Points
Auxiliary Programs or Reports	15 points
Calendar of Events (including Dist. & Dept. Mtgs. & Events)	10 points
General appearance	15 points
<u>Total possible points</u>	<u>100 points</u>

\*Items listed as Unit should identify Legion or SAL if it's a joint effort/event.

Unit Public Relations Effort/Event Award

Viola Starkey Citation-To the Unit with the best narrative, describing their outstanding effort/event that positively projects our image or programs.

1. Article must be written in a narrative form, not to exceed 300 words. (Tell your story).
2. Article must describe some outstanding activity pertaining to America Legion Auxiliary program or some special event that involved the Auxiliary. The activity must have taken place during the current Auxiliary reporting year (April 1<sup>st</sup>-March 31<sup>st</sup>).
3. The Unit may submit more than one entry in any Reporting year.

NOTE-For Units submitting for Department Press Book awards or have an active Social Media page, consider also entering for either of the two National Unit awards listed below.

**ALA National Public Relations Committee Awards (National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>)**

Please follow instructions as you submit for the following awards. Mail or email entries to the Department Chair who will forward the 1<sup>st</sup> Place entry onto the ALA National Division Chair.

Member Award-ALA Brand Ambassador

- Award: Personalized ALA Ambassador Badge
- Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with their use of social media, 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, 2023 prior to the start of the current admin year and May 1, 2024 before the end of the current admin year; All entries must be submitted by the department chairman via electronic format by 5 p.m. EST on June 1.

#### Unit Award: ALA Mission Focused Social Media Account

- Presented to Units with active social media accounts
- Must have a maintained account focused on the mission of the ALA
- Encourage postings of VCAF/NVCAF or POW/MIA Awareness
- Must conform to ALA Branding Guide
- Materials and Guidelines: Document with screenshots/photos of social media postings
- Social Media URL

#### Unit Award: Most Outstanding Unit Public Relations Program

- One unit in each division that earns media placements in their community
- Materials and Guidelines: Media placements/coverage highlighting ALA mission delivery featured in three different months (September 1 – May 1 of the current administrative year); All unit entries must be submitted by the department chairman via electronic form by 5 p.m. EST on June 1.

#### Additional Resources:

1. [www.Alaforveterans.org](http://www.Alaforveterans.org), our ALA National website for specific Public Relations Program information, as well as, award and branding information. The Public Relations Toolkit can also be found there. There, under Resources, you can download the Branding Guide.
2. <https://www.michalaux.org>, our Department website for some general and Public Relations information.
3. New Legion Family website: [www.legion.org/legionfamily](http://www.legion.org/legionfamily)
4. Facebook Pages:
  - ALA Public Relations is where the National Public Relations Committee Facebook group is located
  - American Legion Auxiliary Department of Michigan is where our Department of Michigan's Facebook page is located.