

# PUBLIC RELATIONS 2023-2024

**Karen Banks, Chairman**

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**Reporting Dates:** **Mid-Year Reports** reflect the program work of Units and are intended as an opportunity for mid-year correction. Each Unit Public Relations chairman is required to submit a narrative report by December 10, 2023 to the Department PR chairman. A Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available.

**Year-End Reports** reflect the program work of Units and may result in awards for participants if award requirements are met. Unit Public Relations chairman is required to submit a narrative report by May 1, 2024 to the Department PR chairman. A Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available.

## **Key Program Elements:**

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

## **Looking for ideas?**

*I realize some of you cannot receive information via computer or email. I am happy to mail information to you to help with any projects you might be interested in. Give me a call!*

**First Stop – ALA National Website:** <https://www.legion-aux.org/>. Login as a member; select “Committees” and then “Public Relations” from the dropdown menu.

Information includes ALA blogs on:

- Tips on Using Local Media to Spread our Message
- Your Social Media Branding Impacts Public Perception
- How to Improve Your Unit’s Newsletter
- Time to Get Creative Addressing Our Identity
- Do’s and Don’ts for Social Media
- Better Branding: Why Your Website Design, Content Matters
- Tips on How to Take High-Quality, Publishable Photos

***ALA Public Relations Toolkit:*** a fantastic 35-page document that you can download from the Public Relations Committee page. *(If you can't access it online, I can print it and mail it to you.)*

***Media Templates:*** So you don't have to "re-create the wheel," there are also news releases, letters to the editor, and PSA's for Awards, Flag Day, Girls State/Nation, July 4, Memorial Day, MLK Day, National President Visit, Pearl Harbor Day, Poppy, POW/MIA Day, Scholarships and Veterans Day. Just fill in the blanks and submit!

***ALA Committee Facebook Groups*** are spaces on the social media network for ALA members to discuss or share about broad or narrow topics related to each committee. Groups provide an arena for organic discussion about your local programs or services and present the opportunity to cultivate brand awareness.

Visit the Public Relations Facebook Group for templates, how-to sheets, ideas, and more.

- <https://www.facebook.com/groups/ALAPublicRelations/>

#### Public Relations Awards:

- Member Award: ALA Brand Ambassador
- Unit Award: Website – New Website or Social Media Account Launch
- Unit Award: Most Outstanding Unit Public Relations Program (Lois West Memorial)
- Junior Public Relations Aware – Best Media Coverage of Activity or Project

*Deadlines and Submission Requirements for all Awards are contained in the Department 2023-2024 Awards Bulletin.*

***Take a moment to consider how your Unit can work this program. With a mission to serve our veterans and military families, we must avoid being our own "best kept secret." Get the word out about what we do; share our story, and be visible in your community.***

Questions? Please contact me by phone or email – I'm excited about this program and I'm here to help you.

Karen

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**2023-2024 PUBLIC RELATIONS QUESTIONNAIRE**

UNIT NAME: \_\_\_\_\_ UNIT # \_\_\_\_\_

Chairman: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(Please submit to Department Chairman by December 10, 2022 Mid-Year Report, and by May 1, 2023 Year-End Report.)

As part of your Narrative Report, please include the answers to the following questions, adding details as are available:

- Have you accessed the ALA Member Portal to view ideas for your Unit PR program? (Yes) (No)
- Does your Unit have a website (Yes) (No) or a Facebook page (Yes) (No)? \_\_\_\_\_  
\_\_\_\_\_
- How many times has your Unit been mentioned in local media promoting mission-related activities?  
\_\_\_\_\_
- How many Public Service Announcements (PSA's) were distributed by your Unit? \_\_\_\_\_  
\_\_\_\_\_
- Does your Unit have an active and updated media contact list? (Yes) (No) \_\_\_\_\_  
\_\_\_\_\_
- Are you planning to have entries for any of the Unit PR awards in 2022-23 year? (Yes) (No) \_\_\_\_\_  
\_\_\_\_\_
- Impact:  
Number of hours spent on Public Relations \_\_\_\_\_.  
Dollars spent on Public Relations \_\_\_\_\_.

***Thank you for reporting your Unit activities, no matter how extensive or limited! Our goal is for 100% reporting!  
Please contact me anytime if you have questions or need some help...I am here for you! Karen***

# PUBLIC RELATIONS AWARDS 2023-2024

## **Member Award: ALA Brand Ambassador**

Award: Certificate

Presented to: **One member in each Unit** 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:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Document with action photographs, screen shots and other evidence of brand promotion activities.
- Activity must occur between May 1, 2023, and May 1, 2024.
- Deadline: May 1, 2023 to Department chairman.

## **Unit Award: Website - New Website or Social Media Account Launch**

Award: Certificate

Presented to: **All units developing a website or Social Media Account** during the 2022-2023 ALA year.

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Website address/URL, webmaster name and contact info
- Website must have been created after September 1, 2021.
- Website must conform to Website Guidelines in the ALA Branding Guide (found at [www.ALAforVeterans.org](http://www.ALAforVeterans.org))
- Deadline: May 1, 2023, to Department chairman.

## **Unit Award: Most Outstanding Unit Public Relations Program (Lois West Memorial)**

Award: Certificate

Presented to: One Unit chairman in the Department

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (May 1, 2023 to May 1, 2024).
- Acceptable media publications must support the Auxiliary's mission and goals.
- Deadline: May 2, 2024, to Department chairman.

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

Award: Certificate

Presented to: One Unit Junior group

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
- Narrative not to exceed 500 words.
- Deadline: May 2, 2024, to Department chairman.

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