



Public Relations Insider Western Division

PRESS RELEASES AND WHY THEY MATTER

Do you think that press releases are a thing of the past? Have you written off newspapers and moved to digital versions? Press releases are still a vital role in sending detailed information on upcoming events, holidays, and important news so don't write them off! Newspapers may not be showing up at your doorstep, but they are online! And there is a growing movement for more online local news. Don't count out television. Television stations have websites that often contain additional stories that may not have been used on-air. Continue sharing them with your local news outlets, posting them to your social media accounts, and sharing them with your communities.

Press releases are important. They provide the who, what, when, where, and why. Viewed as trusted sources of information, press releases allow you to build credibility with outside sources, thus resulting in news from the ALA being viewed by more and more over time.

There are a plethora of tools and resources that will help guide you in creating your press releases, but did you know that the ALA provides many press release templates that will make your job much easier? The PR toolkit on <https://www.alaforveterans.org> is a great starting point for anyone who needs a little nudge in the right direction! There are templates for holidays such as Veterans Day, Memorial Day, and National Poppy Day®. They are available for you to customize to your units and departments so utilize them and send them in time for the news to be read and shared.



WHAT TO INCLUDE:

- ✓ ALA landmark or emblem in the heading
- ✓ Your unit/department
- ✓ Your contact information
- ✓ A title that draws attention
- ✓ Date and location if it is event related

Contact information:

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Public Relations Committee
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323-547-3729

**Feel free to contact me for
more information or any
questions.**

Press releases allow you to promote the American Legion Auxiliary through branding as you will include the ALA landmark or emblem when submitting the release to your media outlets. You will want to include photos related to the release or note that photos will be available after the event. Do you have an upcoming ceremony planned and want to draw the viewers attention? Include photos! Most of us are visual readers when looking at a printed paper or scrolling through social media. Pictures grab our attention and draw us in, resulting in us reading the article or release associated with the photos.

Be sure to include a line or two describing the American Legion Auxiliary (ALA) in the closing of your press release. You can use what the ALA provides in the templates at www.ALAforVeterans.org and as shown below.

The American Legion Auxiliary (ALA) is a community of volunteers serving veterans, military, and their families. Our members also support the mission of The American Legion in improving the quality of life for our nation's veterans. Proud sponsor of ALA Girls Nation, National Poppy Day® and recognized for advocating for veterans on Capitol Hill, the more than 550,000 ALA members across the country volunteer millions of hours annually and raise millions of dollars in service to veterans, military, and their families. Founded in 1919, the ALA is one of the oldest patriotic membership organizations in the U.S.A. To learn more and to volunteer, join, and donate, visit www.ALAforVeterans.org.

An important note about the press release templates on the ALA website. ALA National Headquarters is refreshing the press release templates! The above boilerplate is also getting a makeover! Before you write a press release, keep checking back to the website to see if the new releases are posted.

Want to grow your relationship with the media beyond the press release? Send them invites to all your events and always send pictures after events. Remember, reporters are busy. They may not be able to come to every event, so don't be offended if they don't come. Keep inviting them and sharing information.



**TEAM PUBLIC RELATIONS ZOOM
MARK YOUR CALENDAR**

WHEN: Monday, April 8, 2024

TIME: 7pm EST

WHO: National PR Committee; Department PR Chairmen; and
Department Presidents (please do not substitute without
a request to National PR Chairman and Vice Chairman)

REGISTRATION: Sent later in March 2024 via email

TOPICS: Awards and if you have something you would like
discussed, send your request to your Division Chairman