

AMERICAN LEGION AUXILIARY  
DEPARTMENT OF OREGON

**DEPARTMENT POLICY - PUBLIC RELATIONS**

Read the "Department Policy – All Chairmen".

- 1.The Department Public Relations Chairman shall work with the Unit Public Relations Chairman in a coordinated effort to enhance the image of the American Legion Auxiliary.
- 2.The Department Public Relations Chairman's responsibility shall be Public Relations for the Department. Publicity can include newspapers, radio, television, social media, Department Website/Facebook page and e-mail. Each Unit Public Relations Chairman shall submit a report to the Department Chairman for their Mid-year (if needed) and Year-end report to National.
3. Department Public Relations Chairman will encourage Unit Public Relation Chairmen to utilize the Department Website/Facebook to publicize events and promote the organization
4. The Department Chairman shall keep Units informed as to the availability of scripts or other material for the promotion of the programs through the media of newspapers, radio, television and social media. Information should include instructions as to where and how it can be obtained.