



Public Relations Insider

Western Division

It's the most wonderful time.... Okay, maybe not the most wonderful, but it is a very important time in the ALA year.

You guessed it, It's time to get those annual reports and award submissions together! Here is some information to keep in mind.

Department Chairman Reports:

Your annual reports are due to your Division Chairman (that's me ☺) and please cc our National Chairman, Pam Bates: (email addresses are in the right-hand column) by **May 15th**.

Remember this is separate from awards submissions. You can view all of the criteria once logged into the ALA website: <https://member.legion-aux.org/Member/Public-Relations-Annual-Reporting-Guidelines> (for convenience, I have highlighted a few points on page 2).

Awards Information & Deadlines:

New for this year! Any member can submit an award submission online – it does not have to go to your Department first. Just as last year though, all awards submissions are to be done online using Formstack. You can find the link under each award on the website, or use this link: <https://www.legion-aux.org/National-Awards-Form>

Please be sure to read through all the criteria as each award has its own submission requirements. ALL entries must be received by **5pm EST on June 1st**. Please note anyone submitting an award will need their membership number handy. (If your card isn't nearby, you can find it in your member profile on the website once logged in.)

"All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope. Success is the ability to go from one failure to another with no loss of enthusiasm."

~ Winston Churchill

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Happy Spring!

Public Relations Annual Report Criteria Highlights:

- Department reports are limited to 1,000 words.
- Deadline to email reports is **May 15th**.
- Reports can only be sent via email.

Your report should answer these questions (more noted online)

- How did you use social media and newspaper/magazine/written articles to promote events to members and the community?
- Were ALA members branded at all events?
- Were video conferences (Zoom, etc.) and/or newsletters used to keep members informed?

Awards Highlights:

- Check each award for its narrative limits or specific needs.
- Deadline **5pm EST on June 1st**. – no exceptions.
- Anyone can submit an award submission using the link.
- There are 4 different PR Awards!
 - Member Award: ALA Brand Ambassador
 - Unit Award: ALA Mission Focused Social Media Account
 - Unit Award: Most Outstanding Unit Public Relations Program (per division)
 - Department Award: Best Department Public Relations (per division)

Please login to the ALA website in the Member section to view all criteria and awards information.

Report Criteria: <https://member.legion-aux.org/Member/Public-Relations-Annual-Reporting-Guidelines>.

Awards Information: <https://member.legion-aux.org/Member/Awards/Public-Relations-Committee-Awards>.

Awards Submission link: <https://www.legion-aux.org/National-Awards-Form>.

On a side note, please make sure all members are aware of the National President's Awards for Excellence. These are not PR specific, but please use your good PR skills and get the word out. Members can see more information and submission criteria here: <https://www.legion-aux.org/member/award-for-excellence>.

