

PUBLIC RELATIONS

2007-2008

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The Public Relations program works to establish and maintain good will within the organization and the general public. This program promotes the Auxiliary's many worthwhile programs, events, activities and accomplishments through every available medium. Public Relations performs a dual function by doing things well and making sure that the public is aware of its efforts. The results ensures continued community support and awareness of Auxiliary programs

RESOURCES:

National News Magazine - Every member receives.
Legion Dispatch – Subscription cost \$15.00 Phone: 317-630-1349
Plan of Work – Unit President receives
ALA Communiqué – All members receive this.
National Emblem Sales Catalog – “Public Relations handbook” and Speaker’s kit.

COMMUNICATIONS:

Promote the use of the ALA brand and ALA emblem to build public awareness.
Educate members and the public on the meaning and relevance of the Auxiliary emblem.
Encourage members to proudly wear and display the Auxiliary emblem, especially when representing the Auxiliary in their communities.

Goal:

Increase the visibility and public awareness about the ALA, what we do and what the Auxiliary stands for.

2007-2008 Plan of Work

Public Relations Contest

Publicity Scrapbook Contest:

Three Categories

1. Cities up to 5,000 population
2. Cities up to 10,000 population
3. Cities over 10,000 population

Contest Based on:

1. Scrapbook size: Must be no larger than 12" x 15."
2. Front Cover: Auxiliary Seal must appear on the front cover.
3. First Page: **Must contain** – Unit number and Name
Your name (Public Relations Person)
Your complete address
Category of your city (population)
4. Contents of Scrapbook:
American Legion Auxiliary news articles from 2007 – 2008
Chronological order of your articles and pictures is requested.
Newspaper articles need to have the following at the top of the picture or article:
Name of Newspaper, date and page. Number of the Picture or Article.
5. Scrapbook Entries: Send your Scrapbook directly to your Department Public Relation Chairman by **April 30, 2008.**

Only Scrapbooks with return postage will be returned.

Newsletter Contest: This is two (2) parts

1. Units submit three (3) different Issues of your Unit Newsletter, dated Sept. 2007 – 2008 to your District President by April 30, 2008.
2. District Presidents submit Unit Newsletter (three (3) newsletters from one (1) unit) of your choice to the Department Public Relations Chairman by May 20, 2008 to be considered for the Department Contest.

Best Unit Annual Report Contest:

When you fill out your Annual Reports at the end of the year, please attach a short narrative to this report to enter the contest. It should tell a story about you Public Relations Year 2007 – 2008.

Send these to Department office by April 30, 2008

National President's award for the best overall program report.

Send Scrapbook April 30, 2008 Newsletters by May 20, 2008 to
Martha Travis, Public Relations Chairman, Box 900 Shellsburg, IA 52332

