Department of Ohio Plan of Action

PUBLIC RELATIONS

CHAIRMAN
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REPORT DUE TO DEPARTMENT CHAIRMAN BY:	MAY 1, 2027

Department Report Form

This Form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. A Unit must submit this report form with boxes completed and answer the questions below in order to earn the Citation of Merit. Narrative - word count must follow directions given in award guidelines. Simple or elaborate stories will be accepted as a report.

Please complete the following. Be sure to give the complete name of your Unit:_____

District	Unit #	Unit Membership Goal	Unit Membership Total As of Report				
Name of Person Completing Report:			Unit Chair.			Unit Pres.	
Phone #	Email		Membership ID (if available)				
Specific Award Name(if applicable)							

Narrative Deadline: May 1, 2027

Narrative Guidelines:

Narrative must be typed written in narrative form.
Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)
Narrative may include photographs, news articles, flyers, Facebook posts, and Unit newsletters

How did your Unit maintain communication with your membership? _____

_____

_____

How did your Unit promote the ALA and its mission within your community?

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_____

_____

What type of response have you received from the community (i.e., new members, volunteers, attendance at events, etc.).

_____

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_____

How does your Unit create/maintain an active/updated media contact list? (i.e. Personal contact(s) at a Newspaper, radio, or tv station. Can also use examples of open email submission contacts)

_____

_____

_____

PUBLIC RELATIONS

Get Involved

Purpose: The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization. *Standing Rules #6, National Committees – Member/Organizational Support*

Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*

- Maintain a social media account(s) for departments, divisions, and units.
- Build relationships with local media.
- Send press releases and letters to the editor to local media.
- Contact your local government for proclamations.
- Familiarize yourself with the PR Toolkit.
- Take the ALA Academy courses related to PR:
    - ALA Branding and Why it Matters to Me!
    - Using Social Media to Your Unit's Advantage
- **OHIO** - Introduce and educate on "Brand Journalism". Brand journalism involves telling stories about an organization that makes readers want to know more. It means having conversations with your communities by giving them real and interesting stories they can relate to.
- **OHIO** - Utilize the tag line, "**American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families,"*** on all correspondence, posters, flyers, etc. Let them know what our organization is all about.

Encourage ALA members to be visible in their communities through valuable, distinct branding.

- Wear branded clothing, pins, etc., at events.
- Have visible branding at booths, tables, etc.
- Have American Legion Family brochures available at events (order through your ALA department office).
- **OHIO** - Establish a relationship with local and national media and social media outlets, service organizations, (Rotary, Exchange Club, Kiwanis, etc.), Chambers of Commerce, school districts, etc. A relationship is defined as engaging in verbal conversation with above listed representatives and sharing contact information with them.
- **OHIO** - Step-by-step instructions for creating a media contact list are included in the ***Public Relations and Tips for Volunteer Recruitment*** located under Resources at www.ALAforVeterans.org.

Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

- Distribute newsletters at all levels of the organization.
- Conduct video conferences (Zoom, etc.) with members.
- Inform members of national publications such as Auxiliary magazine, ALA blog, ALA eNews, ALA social media, etc.

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PUBLIC RELATION RESOURCES

- Public Relations National Facebook page: https://www.facebook.com/groups/ALAPublicRelations/
- ALA National website: https://member.legion-aux.org/member/committees/public-relations
- ALA Public Relations Toolkit: https://member.legion-aux.org/member/resources/pr-toolkit

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each Unit Public Relations chairman is required to submit a narrative report by **May 1, 2027,** to Department.

NATIONAL AWARD INFORMATION & DEADLINES

Unit Award: ALA Mission Focused Social Media Account needs to add (one per division)

- Deadline: **May 1, 2027**
- Presented to Units with active social media accounts.
    - Must have a maintained account focused on the mission of the ALA
    - Encourage postings of VCAF/ NVCAF or POW/MIA Awareness
    - Must conform to ALA Branding Guide
- Document with screenshots/photos of social media postings
- Social media account URL
- Send to Department PR Chairman Member

Unit Award: Most Outstanding Unit Public Relations Program (one per division)

- Deadline: **May 1, 2027**
- Materials and guidelines:
    - Media placements/coverage highlighting ALA mission delivery featured in three different months (September 1 – May 1 of the current ALA administrative year)
- Send to your Department PR Chairman

DEPARTMENT AWARD INFORMATION & DEADLINE

MARIE MOORE PLAQUE – Best Press Book in Class I (Unit membership over 200) awarded to the Unit submitting the best press book with the Most All-Around Activity in Publicity. (See guidelines below.)

DORIS WAINWRIGHT PLAQUE - Best Press Book in Class II (Unit membership under 200) awarded to the Unit submitting the best press book with the Most All-Around Activity in Publicity. (See guidelines below.)

NANCY SALLOT PLAQUE – Awarded to the Unit submitting the Best Press Book covering All Communications (Press, radio, television, website). (See guidelines below.)

GUIDELINES FOR THE PRESS BOOKS

- Press book must be no larger than 12” x 15”.
- First Page must include name and address of Unit Chairman and the Unit Name.
- A narrative not to exceed 1,000 words describing how the PR programs were promoted in the Unit and referring to newspaper clippings included in the press book.
- Photostat copies of newspaper articles may be used.
- The name of the newspaper, date and page number must be at the top of each article. Articles should be in chronological order.
- Newspaper articles and photographs concerning Auxiliary functions or programs should be included in chronological order.
- No more than three (3) different copies of the Unit newsletter should be included.
- **Embellishments belong in scrapbooks, not in a press book**

- ➔ All submissions must follow the guidelines, and all Press Books/Narratives must have return postage to be returned to the Unit.
- ➔ Send entry to the Department Public Relations Chairman.
- ➔ **DEADLINE FOR PRESS BOOKS IS MAY 1, 2027**

ANNE ESHELMAN PLAQUE – (District Presidents Only) this award is to encourage District Presidents to inform their Units of pertinent information on activities throughout their District and the Department of Ohio. Awarded to the District President with the best newsletter based on the following criteria:

- Six bulletins/newsletters mailed between **MAY 1, 2026, AND APRIL 1, 2027**.
- Appeal to the membership
- Value of information contained
- Copy arrangement (layout)

Please Note: The District President is to mail or email to the Department Public Relations Chairman your best six newsletters to be judged by **May 1, 2027.** Please continue to send all newsletters to Department Public Relations Chairman so as to have for End of Year Reporting.

Certificates to be given:

- A certificate will be given to each Junior that prepares a Junior press book.

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UNIT NEWSLETTER AWARD – An award will be presented to the Unit PR Chairman who submits the Best Unit Newsletter. Copies of three (3) Unit newsletters (2026-2027) must be submitted. Include a narrative of 1,000 words or less by the Unit PR Chairman on how the newsletter is prepared and how it is distributed. The newsletter may be one that is published jointly by the Post and the Unit. Send entry to Department Public Relations Chairman.

DEADLINE NO LATER THAN APRIL 15, 2027.

Attach Unit Newsletters to this form.

Unit #_____ **Unit Goal**_____ **Unit Chairman Name** _____

Address_____**Phone**_____

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PHOTOGRAPHY/MEDIA WAIVER

I, _____, the parent/guardian of _____,

Hereby grant permission for photographs/digital media of my child participating in activities associated with the American Legion Auxiliary Junior and Senior Programs. Such activities may include participating in public events attracting media such as parades and other public gatherings. Other activities may encourage photographs or digital media for the building or creation of media displays for scrapbooks, articles, posters, brochures, and/or promoting awareness of the American Legion Auxiliary and its programs and contributions to the community.

_____ _____

Signature of Parent/Guardian **Date**

☐ **I am 18 years of age and am competent to contract in my own names. I have read this release before signing and fully understand the contents, meaning, and impact of this release. I have listed my name in the release above and written "self" in place of parent/guardian.**

_____ _____ _____

Signature of Parent/Guardian **Date** **Date of Birth**

Public Spaces: Ohio does not have specific statutes prohibiting the photography of children in public spaces (like parks or streets) where there is no reasonable expectation of privacy.