

## PUBLIC RELATIONS 2018-2019

### What is this program, and why do we have it?

Public Relations promotes who we are, what we do, and why we matter. Public Relations and the 2014-2019 ALA Centennial Strategic Plan: promoting who we are strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, service members, and their families (Goal 1).

### Public Relations Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

#### A. **Member Award:** ALA Brand Ambassador

- Deadline: June 1, 2019

#### B. **Unit Award:** New Website or Social Media Account Launch

- Deadline: June 1, 2019

#### C. **Unit Award:** Most Outstanding Unit Public Relations Program

- Deadline June 1, 2019

The National President's Award for Excellence (NPAE) will be awarded to those who emphasize the national president's focus through the American Legion Auxiliary's programs. An Example is listed below.

### Public Relations Reporting:

#### Mid-Year Reports:

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each Unit Public Relations chairman is required to submit a narrative report by **December 15, 2018** to the Department Public Relations chairman.

#### 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, 2019** to the Department Public Relations chairman. Members and units should follow their department's protocol and deadlines.

AMERICAN LEGION AUXILIARY  
NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE

**Outreach Ideas for 2018-2019**

**Focus: Issues facing women veterans**

**Public Relations** - Work with your local U.S. Department of Veterans Affairs (VA) Vet Center Program on ways to utilize their Mobile Vet Center. Vet Centers around the nation provide a broad range of counseling, outreach, and referral services to veterans and their families. The Mobile Vet Center is a special outreach effort capable of bringing specific resources to women veterans including military sexual trauma counseling, post-traumatic stress disorder counseling, disaster relief, services that help veterans transition to civilian life, and more. ALA units should identify ways to utilize the Mobile Vet Center in community outreach efforts. One idea would be to host a women veterans event or retreat and invite the Mobile Vet Center to attend. Your ALA unit could then publicize the collaboration in local media. Learn more about the Mobile Vet Center and view resources and locations at [www.vetcenter.va.gov](http://www.vetcenter.va.gov).

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