Public Relations / Information Exchange

RECOGNITION AWARD

WHO WE ARE:
Public Relations and Information Exchange are primarily about the Image of The American Legion. At every level, it is our job to inform, enlighten, persuade and convince our members, the media, local and national elected officials, community members and U.S. citizens about who we are and what we do.

OUR MISSION:
Every year, posts provide assistance to veterans and their families, conduct fundraisers, sponsor sports teams, assist in community programs in time of need just to name a few. All which should be shared with the local Media to tell our story.
If they are not shared, The American Legion has NO image in your area.

RECOGNITION:
The Public Relations/Information Exchange Committee feels that by creating an annual Award to be given at the Department Convention definitely increase the participation in telling our great story. The award will be given to recognize the winning submission of Posts achievements based in their membership levels and local Media Source supporting The American Legion image in any area that they serve.
Public Relations/Information Exchange Recognition Award

There are four awards that will be given to one Post in each level.

- 15—100 members
- 101—200 members
- 201—400 members
- 401 plus

The following criteria will be used to judge all entries. The deadline for entries to be sent to The Public Relations/Information Exchange Committee at Department Headquarters no later than June 1st.

DETAILS:

Each entry must include the completed Public Relations/Information Exchange Recognition Award form covering the outlined categories. If necessary, you may use no more than two (2) additional pages of supporting information with your submission.

SUPPORTING MATERIAL (optional):

Submissions may include support material that corresponds to the particular Public Relations activities such as: Pictures, News Articles, Press Releases, Public Service Announcements, DVD’s of TV or Online Media Support, etc.

Entry Deadline is June 1st.
Entries must be sent to Department Headquarters marked to the attention of Public Relations / Information Exchange Committee
Public Relations/Information Exchange Recognition Award Form

Post# ___________ Post Name:__________________________________________________  District#______ Division#______

Local Media Source: ___________________________________________________________________________________________

BRIEF SUMMARY OF PR/IE ACTIVITY:

_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________

PLANNING (Identify primary audiences and list them in order):

_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________

EXECUTION (Describe the PR tools that were used to accomplish the goals):

_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________

RESULTS (Describe the Public Relations goals that were met):

_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
_______________________________________________________________________________________________________________
National offers many Resourceful Publications

Go To:  www.legion.org/publications

Media & Communications

What has been found most beneficial is the PR Toolkit and PR Guide, links listed below.

Free to Download:

⇒ http://www.legion.org/publications/160968/public-relations-toolkit