



PUBLIC RELATIONS



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.

Scan here to visit
our website



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 that 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) :

Clip, Duplicate (as needed), Complete and send to Dept. of IL Headquarters Office



Submit Entries to:

THE AMERICAN LEGION ~ DEPARTMENT OF ILLINOIS
PO BOX 2910 BLOOMINGTON ILLINOIS 61702

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>

⇒ <http://www.legion.org/publications/218256/american-legion-membership-public-relations-guide>