

PUBLIC RELATIONS COMMITTEE



WHO WE ARE

We are all about The American Legion image. At every level, it is our job to inform and enlighten our members, the media, our communities, etc.-about who we are and what we do.



OUR MISSION

From organizing fundraisers and assisting in community programs to sponsoring sports teams, our posts provide assistance to veterans and their families. Our goal is to collaborate with local media to tell our stories. If we don't, The American Legion has no image in our local communities.



RECOGNITION

An annual award recognizing Posts and media outlets that highlight The American Legion image will be given at Department Convention. It is our hope that this will increase participation in telling our great story.

THE AMERICAN LEGION DEPARTMENT OF ILLINOIS

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TAL NATIONAL HEADQUARTERS RESOURCES

Visit www.legion.org/publications

PR TOOL KIT FOR DOWNLOAD: <http://legion.org/publications/160968/public-relations-toolkit>

MEMBERSHIP PUBLIC RELATIONS GUIDE FOR DOWNLOAD:
<http://legion.org/publications/218256/american-legion-membership-public-relations-guide>

PUBLIC RELATIONS RECOGNITION AWARD

Awards will be provided at Department Convention to recognize Posts and media outlets (newspaper, radio, etc.) who contribute in highlighting the mission of The American Legion at the local, state or national level.

Entries must be sent to Department Headquarters, Attn: Public Relations Committee NO LATER THAN JUNE 1ST.

If emailing your entry (fillable PDF available online), please email to Chutson@illegion.org and copy sgreen@ilegion.org and Crich@illegion.org

DETAILS:

Each entry must include the completed Public Relations Recognition Award form covering the outlined categories (included below)

SUPPORTING MATERIAL:

Submissions may include support material that corresponds to the entry such as: pictures, news articles, press releases, public service announcements, online media support, etc.

PUBLIC RELATIONS RECOGNITION AWARD FORM

AWARD RECIPIENT: _____

ADDRESS/CITY/STATE/ZIP: _____ PHONE _____

POST #: _____ POST NAME: _____ DISTRICT: _____ DIVISION: _____

LOCAL MEDIA SOURCE: _____

BRIEF SUMMARY OF PR/IE ACTIVITY: _____
