

DEPARTMENT OF FLORIDA
PUBLIC RELATIONS
Year-end Report 2015-2016

So many Units and Districts in the American Legion Auxiliary Department of Florida have really stepped up to promote “WHO” we are, “WHAT” we do and “WHY” we matter, effectively getting the word out to their communities. This has been evidenced not only by Florida being #1 in membership for the last 13 weeks with well over 38,000 members but also by the tremendous amount of new Department/District/Unit website/FB pages created (>30), local media interviews and articles published (>300) and media contact lists assembled (24). The Department of Florida has a TV media contact list of over 100 stations across the state and the Department Facebook page is: American Legion Auxiliary Dept. of Florida Public Relations.

This year, the Department of Florida developed its own state specific version of the Step It Up ALA Public Service Announcement which was distributed to the Districts, Units, the TV media contact list and various other media outlets around the State. We are very proud of this PSA and it can be accessed for viewing from the following link:

<https://personal.filesanywhere.com/fs/v.aspx?v=8d6c6587606475766e9a>

Districts and Units from around the Department reported they were able to get a Public Service Announcement played over 60 times this year.

Following the guidelines of the “Ring Your Bell” contest, the Department Public Relations committee developed a Chairman’s Award for each membership grouping appropriately named the “Shout It From the Treetops” award, following Department President Pearl McIntyre’s symbol of the Palm Tree, to be awarded at Department Convention in June 2016. This award is designed to encourage ALL of the Units, no matter their size, to get involved in spreading the word about the wonderful things we accomplish for our veterans, children and communities as American Legion Auxiliary members. At the present time the PR committee is hard at work, tallying up all the “points” from the Units to determine our winners in each of the 6 membership groups. It is no easy task as over 50 Units have participated this year.

I have received so many articles and Facebook posts from members working as a “family” on joint programs with their Legion, SAL and Riders counterparts, wearing their Auxiliary shirts and buttons, displaying banners in parades, Stand Downs, membership drives and National Commander Dale Barnett’s Walks for Veterans on his official visit to our great State. I truly believe Florida exemplifies Goal 5 of the Centennial Strategic Plan, building brand loyalty with The American Legion in everything we do. I witnessed this in person, not only in my own Post and Unit (Dunedin Memorial Post/Unit 275) but as I traveled to many Units across the Department this year for various events.

I would like to give a “shout out” to Districts 6, 13 and 16 for 100% reporting from their respective Units as each of those Districts reported over 100 media articles/press releases per

District, far outpacing other Districts that did not have the support from all of their Units. Unfortunately, I'm sure without the individual Unit reports they were forced to under report the accomplishments of some of their Units.

I am so proud of every member of the Department of Florida for all that they have done this year in spreading the word on WHO we are, WHAT we do and WHY we matter. I am honored and humbled to be a part of this Awesome Department and our wonderful Organization.

Respectfully submitted,

Lyn Felice
Public Relations Chairman
Department of Florida