

Good morning, my name is **(click)** Jill Lux and I am your Public Relations Chairman for 2014-2015. **(click)** Your committee members are: **(click)** Cathy Linder and Gayle Mooreland.

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Thanks to our Department President Erna's theme, our Department of Florida members will brightly light the way for our veterans, their families and our communities. We need to make sure that we do all we can for them and don't let them get lost in a fog.

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We can promote the American Legion Auxiliary by wearing the approved clothing with the Auxiliary emblem and let the community see that you are a proud member and brag about what you do. When you walk or ride in parades, support cancers walks or even go on a cruise vacation, wear that Auxiliary apparel. It is free advertisement.

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One of the best ways to get the word out on how great we are is to leave Auxiliary magazines, your post/unit newsletters or flyers in medical facilities, community centers, libraries or anyplace else you can think of that they would appreciate reading on what we do. We do great things and it is time to let that beacon shine and let everyone know.

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Just about everything we do today involves social media. It is the quickest way to get the word out on our current events. You can use Facebook, Twitter, LinkedIn or Pinterest just to name a few.

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Your newsletter can be uploaded to these sites so that you can spread the word on your activities and events that your unit/District has planned. Sample: #ALA members teaching 8<sup>th</sup> grade students the meaning behind 13 folds of #flag.

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Don't forget to upload pictures of all the great work you do. Maybe you can post pictures of Poppy distribution, filling backpacks for education, Girls State, dinners, dances, Rider events; and by all means, please don't forget to publicize the great work your Junior Auxiliary is doing. They have done some great things ~~also~~ and we need to brag about them also. Just please pay attention to your background and surroundings when taking pictures. We want to promote the American Legion Auxiliary in a positive way.

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Initiated by the Department of Kentucky in 2013-2014 and adopted as a national contest for 2014-2015, the "Ring Your Bell" contest is designed to promote the importance of media attention. Units will receive points each time their unit name is mentioned in the media through newspapers, TV, radio, internet, social media, event sponsorship (for example: sponsoring a hole for a golf tournament), mayoral proclamation (for example: Poppy Proclamation), and also wearing that important approved Auxiliary apparel.

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Units will be required to keep a notebook or digital file of all news clippings, Facebook photos, online articles, photos of members wearing Auxiliary apparel, magazines articles, radio or TV appearances, etc., etc. What it boils down to is if you can mention your unit name and promote the American Legion Auxiliary in a positive way, then document it. For example, if you have a meeting and 15 girls show up with Auxiliary shirts with emblems on, take a photo and you get 15 points. If 6 people show up to distribute Poppies, and again have the emblem on, take a photo, and you will get 6 points. The Units and Districts are required to send in a mid-year report by December 1<sup>st</sup> and a year-end report by May 1<sup>st</sup> to the Department Chairman. Please remember that units will send their report to District and District will send their report to Department. Please refer to Department Plan of Action for further clarification. At convention I will award the

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units who shine the brightest and get the most points. There will be one unit winner in each of the five divisions.

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**Department Awards:** Marie Weisbrod Trophy will be awarded to the unit reporting the most outstanding “single” Auxiliary program receiving TV coverage. Please refer to 2014-2015 Unit Guide for **detailed instructions**. Again, I want to stress – the “single” Auxiliary program as last year there were no winners because of this.

The Maude Hollowell Trophy will be presented to the unit who submitted the Press Book which was judged “Best All Around”. Press Book rules are on page 55 in your 2014 – 2015 Unit Guide and must be followed **exactly**. Be sure you are using the correct year for your Unit Guide.

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**National Awards:**

National has an award for “Outstanding PR Program” and it will be announced at National Convention. They will give a plaque to one Department Chairman in each 5 divisions. See Department Plan of Action for instructions.

**Unit Award:** Program Emphasis – Best Media Coverage. National will award a plaque to 1 unit chairman in each of the 5 divisions – due to Department Chairman by May 1, 2015. See Department Plan of Action for specific instructions.

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**Unit Award:** Digital Diva. National will present a citation to all unit PR chairmen submitting online PR activities (e.g. – updating Facebook, posting unit website updates, email blasts and online newsletters). Again see Department Plan of Action.

**Unit Award:** for new website launch. National will award a personalized mouse pad and congrats letter to all units developing a website during 2014-2015.

**Junior Public Relations Award:** For the best media coverage of activity or project. National will award a plaque to one Junior group (Department, District or Unit). Instructions are in your Department Plan of Action.

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**Please remember**

Don't forget when you are getting the word out about what your unit/District is doing, remember the 5 important W's – who, what, where, when and why.

When submitting newspaper articles, you **MUST** submit the whole page with the name of the newspaper and the date printed.

Also, very importantly – you have to use the National cover sheet when submitting entries for awards. I will enclose copies in District packets.

Lastly – when submitting entries for awards, use the name of your unit and location **listed in your unit guide**. If it isn't listed correctly, your entry will be disqualified.

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Resources can be found in your Department Plan of Action and I will also have handouts in each District packet. Be sure to ask your District President to make copies for you.

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PR is your friend = don't be afraid to utilize it.

Thank you – are there any questions?