



CHAIRMAN
PUBLIC RELATIONS AWARDS 2022-2023

SOCIAL MEDIA AWARDS

Color Me There Social Media Award Citation

Unit Citation

District Citation

- Award presented to all Units developing a properly branded social media account during the current ALA administrative year and must include media posting to members about taking the ALA Academy courses ALA Branding Why It Matters and ALA Communication Methods
- Information OR name of site must be reported to the Dept of Florida PR Chairman Virna Luke before April 1, 2023.
- Website/Facebook page must conform to “Website and Social Media Guidelines” in the ALA Branding Guide.

UNIT COMMUNICATION AWARD

COLOR ME THERE COMMUNICATION:

Unit - Monthly Newsletter/E-blast – Award for a unit sending out monthly newsletter and/or e-blast to their members.

District - Monthly Newsletter/E-blast – Award for a District sending out monthly newsletter and/or e-blast to their units.

Criteria: send a copy of each of three (3) issues to be judged (published between July/March).

IF YOU HAVE A JOINT NEWSLETTER: To the Unit with the best joint newsletter publication.

Criteria for Newsletter Publications:

- Send one copy each of three (3) issues to be judged. Published between July-March to the District PR Chairman, postmarked no later than the deadline.

NOTE – Items listed as Unit should include Legion/Sal if joint publication.

Portfolio Awards

DO NOT SEND PRESS BOOKS TO NATIONAL OR SOUTHERN DIVISION CHAIRMAN

Color Me There Portfolio Award– To the Unit with the best all-around Portfolio. To the Unit/district that shows the work of the unit/district with the most visual public relations, flyers, programs. (Narrative must be included by member grouping)

CRITERIA FOR PORTFOLIO ENTRIES:

- Material must be prepared in a Portfolio Book no larger than 12” X 15” on 8- 1/2 X 11 pages.
- The first page of the entry must include the name, address and phone number of the Unit Chairman, name of the Unit, and member grouping.
- The entry must also include a completed copy of the unit’s end of year report.
- Copies of articles may be used.
- The name of the newspaper, date and page number must be at the top of each article.
 - Neat articles, bulletins, flyers and photography concerning an Auxiliary and/or Legion Family function/program should be included in chronological order.

- Paid articles are not to be included.
- The Portfolio Book should tell the story of how the Programs of the ALA were promoted in the unit.
- Do not underline or highlight anything!
 - American Legion Auxiliary or American Legion should be included in each article, flyer, etc.

DEPARTMENT

PUBLIC RELATIONS AWARDS 2022-2023

PRESS BOOK RULES Fly-leaf to contain: Unit name and number; location; membership group; number of inches of print; number of inches of pictures. (Pictures to be measured by measuring across, then down, then multiplying the two figures.) Book must contain only news clippings and pictures. (No glossy photographs or souvenirs.) Name and date of paper must be above each article. Please save three (3) copies of all clippings. One for Unit press book, one for District press book, and one for Department press book.

DOROTHY DUKE AWARD PRESS BOOK (Note: expires in 2031) Sponsored by Melbourne, Unit 163 The Press Book Trophy will be presented to the Unit which submitted the Press Book which is judged "Best All Around". The winner will be chosen on a percentage basis from a group comprised of the first place winner in each membership grouping, Rules governing its selection will be the same as those used to determine the "Best Press Book."

**NATIONAL
PUBLIC RELATIONS AWARDS 2022-2023**

Go to

www.legion-aux.org

Select Committee, then select Public Relations