

Public Relations Awards

American Legion Auxiliary-Department of Florida

2025-2026 Theme: *Passionate about Veterans*



Department Chairperson Award

Unit Certificate (One Winner Per Member Grouping*) ALA Mission-Focused Social Media Account

presented to a unit with active social media account(s), focused on the mission of the ALA, encouraging members to access ALA Academy, educating and promoting Veterans Creative Arts Festival (VCAF)/National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness, and Be the One campaign bringing awareness to Veterans suicide. Must conform to ALA Branding Guide. Provide the social media account URL, screenshots/photos of social media postings. Narrative is a must, not to exceed 500 words. Cover page (found attached in the unit's end-of-year report). Submit PDF file via email to publicrelations@alafl.org.



Unit Award (One Winner) Most Outstanding ALA Mission-Focused Social Media Award

The unit with the best social media, from member grouping.

Unit Award (One Winner) Most Outstanding ALA Media Placement

The unit that earns the most media placement from member grouping.

Unit Certificate (One Winner Per Member Grouping*) ALA Media Placement

The unit that earns the most media placement in member grouping. Media placements/coverage highlighting ALA mission delivery featured in at least three different months of the current ALA administrative year. Originals or copies of newspaper coverage are accepted (provide the name of the newspaper; date and page number must be at the top of each article). Screen shots are allowed for digital media (provide the name of the source and date). A narrative (no more than 500 words) is a must, highlighting media placement articles in chronological order. Cover page (found attached in the unit's end-of-year report). Submit the PDF file via email to publicrelations@alafl.org.

Unit Award (One Winner) Most Outstanding Unit Public Relations Program

One unit will be selected. Narrative (no more than 500 words) is a must; include articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc. Cover page (found attached in the unit's end-of-year report). Submit the PDF file via email to publicrelations@alafl.org.



Let's make sure the world sees the heart and passion of the ALA

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Department Award

Dorothy Duke Award Press Book (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.”

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. Each entry to be received by the Department Chairperson no later than thirty (30) days prior to Department Convention. Submit PDF file via email to publicrelations@alaf1.org.



National Awards

To view go to www.legion-aux.org Select Committee, then select Public Relations or scan QR code.



***Member Grouping is based on unit membership at close of books thirty (30) days prior to Convention, see unit guide.**



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