



DEPARTMENT CHAIRMAN

PUBLIC RELATIONS AWARDS 2024-2025

MEMBER AWARD: ALA BRAND AMBASSADOR

Building The House ALA Brand Ambassador – presented to one member in each grouping, who achieves excellence in promotion of the ALA with social media, appearance in public wearing ALA-brand apparel, and other activities that showcase the Auxiliary’s unique branding through photographs, screen shots, and other evidence of brand promotion. Narrative describing and why the unit member is a brand ambassador (no more than 500 words) cover page (found attached in Unit end of year report). Submit PDF file via email to publicrelations@alaf.org

UNIT CERTIFICATE: ALA MISSION FOCUSED SOCIAL MEDIA ACCOUNT

Building The House Social Media - Unit certificate by member grouping, presented to a unit with active social media account(s), focused on the mission of the ALA, encourage members to access ALA Academy, educate and promote Veterans Creative Arts Festival (VCAF)/National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness (Prisoners of War/Missing in Action), and Be the One campaign bringing awareness to Veterans suicide. Must conform to ALA Branding Guide. Provide social media account URL, screenshots/photos of social media postings. Narrative a must, not to exceed 500 words. Cover page (found attached in Unit end of year report). Submit PDF file via email to publicrelations@alaf.org. One unit will be selected to win the Most Outstanding ALA Mission Focused Social Media Award.

UNIT CERTIFICATE: ALA MEDIA PLACEMENT

Building The House Media Placement - Unit Certificate by member grouping, that earns the most media placements in their community. Media placements/coverage highlighting ALA mission delivery featured in at least three different months (September 1 – May 1 of the current ALA administrative year). Original or copies accepted of newspaper coverage (provide name of the newspaper, date and page number must be at the top of each article), screen shots allowed for digital media (provide name of 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 Unit end of year report). Submit PDF file via email to publicrelations@alafl.org. One unit will be selected to win the Most Outstanding ALA Media Placement Award.

UNIT AWARD: 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 Unit end of year report). Submit PDF file via email to publicrelations@alafl.org.

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2023-2024**

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."

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 Chairman no later than thirty (30) days prior to Department Convention.

**NATIONAL
PUBLIC RELATIONS AWARDS 2024-2025**

To view go to www.legion-aux.org

Select Committee, then select Public Relations or scan QR code.

