



**American Legion Auxiliary
Public Relations
September Bulletin 2017-2018**

EXTRA EXTRA, READ ALL ABOUT IT! Congratulations Public Relation Chairman. This program is critical to show the value of the organization, sharing the good news throughout the community about the great support the American Legion Auxiliary offers to Veterans, military troops and their families, children and youth, and community service. We have the opportunity to carry the American Legion Family story to all people, in all forms of media, including newspapers, radio, television, internet, social media and verbal communication to the general public. Our mascot Dr. Strange will light up the sky with electric lightening that can be seen around the world, to assist us in getting our story out to all citizens.

We are bearers of goodwill for the ALA, sharing the efforts, activities, and events we provide to everyone in the community. Our **Pride** is the greatest tool we have to display the value of the organization. Be knowledgeable about the services and events that your units and districts are providing and planning.

Begin by researching the local resources available to advertise community events and be aware of the publishing schedule for each source. Prepare accurate press releases showing the efforts and results of the work that we do. Share unit objectives and important information to spike the interest from the community. Don't be afraid to ask for assistance from local media resources. We have an important mission and be confident that the media is interested in hearing what we intend to accomplish. We are all Super- Hero's of the ALA.

"It is critical we always remember **who we are** – the world's largest women's patriotic service organization, and that **what we do** – serve veterans, the military, and their families, can be enhanced greatly by sharing **why we matter** through responsible engagement in social media and Internet communities." Be knowledgeable of the Electronic Communications, Internet, and Social Media Policy which is found on the website under Public Relations and be careful to follow the policy to keep us in good standing at all times.

I can't wait to hear your stories as we work the ALA Programs throughout the 2017-2018 year. We are the "Foxy News Gals", stay tuned for more information!

Kat Smith, Public Relations Chairman
Department of California
546 Mustang Ct.
Merced, CA 95341
Katsmith55@att.net (209) 658-3306