



**February Meeting Programs - Leadership, Community Service**

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**February 15, 2023 Norwalk 359**

*American Legion Auxiliary  
19<sup>th</sup> District Monthly Newsletter  
Editor Jean A. Cooley-Desmeules  
C.A.L.P.A.*

*20600 S. Main St #40, Carson, CA 90745-1108  
(310) 871-9375 cell or [jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)  
2022 - 2023 Issue 6*

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**PRESIDENT –  
BECKY BULLARD**

Just want you to know that we will be scheduling a Department Leadership meeting sometime in March for learning about being officers from the President on down starting with the Units, to the District Officers jobs. We are running into many new officers that are not sure what they are supposed to do, or what they are not supposed to do at both levels. To help everyone figure out their place we have decided to do this in order to sort out any confusion there might be. How to use the chain of command when dealing with problems and varies other items that seem to be cropping up. I hope you will take advantage of this as a learning process about our Organization to make your Units and the 19th District a better place.

Our Department President will be coming in the month of March please mark your calendars for the 3rd Wednesday and come to welcome Department President Gloria. Dinner is in the planning stages, a "blast" will be forthcoming with more information.

Notice to All Officers and Chairman – Please submit an article to the editor for the Noisette or be prepared to give a floor report on your programs, which will make the meeting even longer.

**Our next meeting on  
March 15<sup>th</sup> –Wednesday at 7:00 P.M.  
Norwalk 359  
Department of CA – President, Gloria Williams  
Programs: Children & Youth, End of Year Reports**

**All Units must have a least one member to represent them at the monthly meetings.**

Becky Bullard  
19th District President  
11420 Taddy Street  
Norwalk, CA 90650  
[dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net)

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**FIRST VICE PRESIDENT & MEMBERSHIP CHAIRMAN  
DIANA LIVAS**

Happy Valentine’s Day members!

Thank you to all of our Membership Chairmen for your hard work. I know it is not always easy. With membership numbers starting to slow, this is where all Membership chairmen are working the hardest to connect with our members. We are so close to making goal, here are your numbers.

- Unit 170 needs 7 to achieve goal,
- Unit 184 needs 16 to achieve goal,
- Unit 272 needs 14 to achieve goal,
- Unit 314 needs 9 to achieve goal,
- Unit 341 needs 16 to achieve goal,
- Unit 359 needs 32 to achieve goal,
- Unit 411 needs 4 to achieve goal,
- Unit 465 needs 2 to achieve goal,
- Unit 496 needs 57 to achieve goal,
- Unit 723 IS GOAL,**
- Unit 833 needs 6 to achieve goal.

National has sent out late notices to the membership, I am hoping this friendly reminder will bring in dues while getting us closer to Goal. I look forward to seeing you at our District Meeting.

If you have any questions, please contact me via email, my address is [dlivas@att.net](mailto:dlivas@att.net) and/or phone 323-893-0732.

Diana Livas  
19<sup>th</sup> District 1<sup>st</sup> Vice President & Membership  
Chairman  
336 N. 6<sup>th</sup> Street  
Montebello, CA 90640  
[dlivas@att.net](mailto:dlivas@att.net)

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**SECOND VICE PRESIDENT  
DEBBIE BUTLER**

Hello Everyone

Hope you had a nice Valentine's Day.

Not much to say right now. So, I won't!!!

Just remember we are a Volunteer organization. If you are a member, please come to meeting(s) to make a difference. I realize some can't be due to work, illness, or family obligations.

We are here for Veterans, Military, and their families first.

Be great if you would come to District meetings. Be nice to see one of you move up to District President and more!! What are your goals? Why did you join the ALA?

Take care and hope to see you soon.  
Debbie Butler  
19th District 2<sup>nd</sup> Vice President  
4719 Castana Avenue  
Lakewood, CA 90712  
213-200-0477  
[dbutler49@verizon.com](mailto:dbutler49@verizon.com)

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**SECRETARY – LINDA FARISS**

Some of you such as our Chaplain Dawn Brow have been particularly good about handing out written reports. PLEASE everyone do the same. We want our minutes to be as accurate as possible.

Linda Fariss  
19th District Secretary

1021 W. Jay Street  
Torrance, CA 90502  
310-245-3041  
[lindafariss@yahoo.com](mailto:lindafariss@yahoo.com)

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**TREASURER – JUDY ZARATE**

No Article Submitted

Have you paid your 2022 -2023 Per Capita to the District? Is your Unit due to pay their Fidelity Bond this Year? Please double check, they are due now?

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**CHAPLAIN –  
DAWN BROWN**

Greetings to Everyone,

I attended the Celebration of Life for our Past 19<sup>th</sup> District President Tammy Sollazzo this past weekend. There was a huge turnout, and her family could not believe how many did attend or knew they Mom and Grandma to her Grandchildren. Bill Miller, her Husband was so overcome with thanks. Unit #496 Lakewood, Tammy's unit put on a well-planned and orchestrated event too. Job well done #496. All in all, it was an awesome service for an outstanding member, Past District 19 President, and Friend to all.

Happy new year. I hope you are well. Melissa Braicov from Norwalk post #359 has been ill, Dallas from Hawthorne Unit # 314 had a triple bypass, she is resting and healing well. Cindy Olson from Unit #314 had complications on her 2nd eye surgery.

Please if you have any information on deaths or illnesses, I can be reached at either one of [dawnbrown430@gmail.com](mailto:dawnbrown430@gmail.com) or 310-531-4447.

For now, be safe and may God Bless you all.

Thank you.  
Dawn Brown  
19<sup>th</sup> District Chaplain  
2702 W. 144<sup>th</sup> Street  
Gardena, CA 90249

310-531-4447  
[dawnbrown430@gmail.com](mailto:dawnbrown430@gmail.com)

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### **HISTORIAN – VACANT**

If interested in this Position, please contact President Becky Bullard.

Your Mid-Year Reports for Historian should be sent to President Becky – as per the back of the report.

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### **AMERICANISM BECKY BULLARD**

PLEASE DON'T FORGET to check back with your schools on the essay contest March comes really quick.

Essay deadline dates:

- March 6th Chairman to pick up from schools
- March 20th Unit to forward winner only of each group to the district chairman for judging.
- April 10th district chairman to forward winner only in each group to the Department chairman for judging.

Now that the rain is over most people are going back to flying flags so if you have one please fly it proudly.

Thank you, if you should have any questions, or suggestions please contact me at (562) 325-9638 or [dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net).

Becky Bullard  
19<sup>th</sup> District Americanism Chairman  
11420 Taddy Street  
Norwalk, CA 90650-3841  
[dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net)

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### **AUXILIARY EMERGENCY FUND – NANCY LARIOS**

No Article Submitted

If you should have any questions, please do not hesitate to contact me at (562) 328-9638 or [nancyauxunit272@gmail.com](mailto:nancyauxunit272@gmail.com).

Nancy Perez-Larios  
Auxiliary Emergency Fund  
1830 W. Olive Avenue  
Fullerton, CA 92833  
562-556-3539  
[Nancyauxunit272@gmail.com](mailto:Nancyauxunit272@gmail.com)

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### **CHILDREN & YOUTH– BECKY BULLARD**



### **What are you planning for April's Month of the Military Child and Purple UP! Day?**

Military children face unique challenges and make sacrifices. To recognize this, April is designated as the Month of the Military Child (#MOMC), and April 15 is Purple Up! Day.

During the month of April, plan special events and activities for the military children in your community.

On Purple Up! Day, everyone can wear purple to show support for military children and raise awareness of their sacrifices. Purple symbolizes a combination of the colors of each branch of the U.S. military: Army green, Navy blue, Air Force blue, Marine red, and Coast Guard blue.

We'd love to hear what you have planned. Send us an email.

**April is Children and Youth Month**, and it is hoped that Units are planning for an activity or event to celebrate children. Consider asking your mayor to issue an official proclamation declaring April as Children and Youth Month. Work with your Legion Family – plan and host a Kids Easter Party and include age-appropriate crafts, games, and an egg hunt. Collaborate with other organizations in your area to co-sponsor and support a community-wide activity for children.

Please keep searching in your communities for children and youth under the age of 18 who have performed a specific good deed or heroic act of physical valor and nominate them for a **Youth Hero or Good Deed Award**.

Spring is just around the corner and the kids will once again be out of school be careful out there. The time and effort put forth to recognize and celebrate our young heroes, heroines and civic-minded youths emphasizes how important it is to acknowledge the wonderful work and kindness that they demonstrate.

Becky Bullard  
19<sup>th</sup> District Children & Youth Chairman  
11420 Taddy Street  
Norwalk, CA 90650-3841  
[dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net)

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## **COMMUNITY SERVICE – BECKY BULLARD**

During the many years of Community Service work by thousands of American Legion Auxiliary Units, scores of different type projects have been carried out successfully. A general listing of these projects follows:

- **Health:** Cooperation with national health organizations in their local fund-raising and educational activities. Sponsoring of clinics. Aid to community nurses. Purchase of needed equipment for local hospitals. Purchase of equipment needed by those suffering from disease or disability to loan to local families.
- **Recreation:** Sponsoring or cooperating in the establishment and maintenance of playgrounds, swimming pools, and youth centers. Organization and direction of wholesome recreational activities for young people.
- **Safety:** Sponsoring or cooperating in traffic safety, home safety, and fire prevention programs. Purchase of respirators or other life-saving equipment for Sheriff, Police, or Fire Departments. Aid school safety patrol.

- **Beautification:** Conduct or take part in clean-up campaigns. Encourage the planting of flowers, shrubs, lawns, and trees. Campaign for improvement of parks and others public grounds, aiding in the work if necessary. Plants memorial trees.
- **Libraries:** Aid the public library by working for adequate appropriations, if necessary. Establish and maintain memorial bookshelf. Present copies of American legion Auxiliary History. Collect and donate books, if needed. Help maintain traveling libraries. If community is without library service, start a community library.
- **Community Councils:** Initiate or cooperate in establishing community council which can bring all local organizations together to work for the betterment of the community.
- **Food Banks:** Need to be stocked in local communities. Do can or non-perishable food drive at your Post, Office, or Church.
- **Homeless Shelters:** Are in need of Warm clothing this time of year. Great time to do some early "Spring" cleaning of your closets. They are also in need of Blankets, sleeping bags, hand warmers, gloves, etc. Why not put together some "Warm" help bags for the local homeless shelter. Don't forget to also include Women's Abuse Shelters too.
- **Blood Drives:** Very important this time of year. Try to organize a Blood Drive with your Post/Squadron/Raiders for a much better outcome. You can contact your local Hospital or the Red Cross for their support.

Just remember to keep track of your hours worked, dollars spent and how many members helped out, this all can be reported on your End of Year Reports.

If you should have any questions on this program, please do not hesitate to contact me at (562) 325-9638 or [dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net).

Becky Bullard  
19<sup>th</sup> District Community Service  
11420 Taddy Street

Norwalk, CA 90650-3841  
[dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net)

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## **CONSTITUTION & BY-LAWS & PARLIAMENTARIAN** **C. J. REYES**

Hope you all had a great Holiday season and are ready to work.

As you are all aware, there have been many changes to the National Constitution & Bylaws these past few years. The current Constitution & Bylaws can be found on the National website, <https://member.legion-aux.org/member/committees/constituton> . All Units need to be aware of the changes and revise their documents accordingly. Remember these are your operating documents. The Model Unit and District Bylaws should be on our Department Website shortly.

Units should be paying close attention to the dues increase that was approved at National Convention. Time is running short If you are increasing your Unit dues because of National's increase.

This next meeting, we will be reviewing our District Standing Rules so bring your copy and any changes you would like to make. Remember: THE SUN KEEP SHINING, THE CREEK DIDN'T RISE, WE ARE STILL ALIVE AND FREE THANKS TO OUR VETERANS!!

C. J. Reyes  
19th District Constitution & By-Laws/  
Parliamentarian  
P.O. Box 268  
La Mirada, CA 90637-0268  
[cjr272@gmail.com](mailto:cjr272@gmail.com)

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## **EDUCATION** **GAYLE STEWART**

Just a quick reminder that if your unit has any juniors that may qualify for any of the Auxiliary Scholarships the deadlines for applying are approaching quickly. Please go to the below website to get information on the scholarships

and the deadline dates for submitting applications.

Go to website <https://www.legion-aux.org> for details.

Let's help our juniors with their education and opportunities to get financial help!

### **Deadline alert!**

Applications for ALA national scholarships are due March 1.

Scholarships available:

- Children of Warriors National Presidents' Scholarship
- Non-Traditional Student Scholarship
- Spirit of Youth Scholarship
- Junior Member Loyalty Scholarship

Learn more and apply [here](#).

Send questions

to [Education@ALAforVeterans.org](mailto:Education@ALAforVeterans.org)

Gayle Stewart  
19th District Education Chairman  
3508 Arabella Street  
Long Beach, CA 90805  
[stewnred@aol.com](mailto:stewnred@aol.com)

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## **GIRLS STATE –** **BECKY BULLARD**

Watch your dates things are really starting to creep up fast now hope you have started your interviews and have alerted your schools on cost. The tea will be at Lakewood May 21st from 12 to 4 p.m. Don't forget when you pick your delegates to send me names, schools, email, and cell phone number. Thank you.

### **Unit Girls State Chairperson To Do List:**

☑ Check the **2022-23 Candidate Selection Instruction Sheet**

to <https://docs.google.com/spreadsheets/d/164WpOM8ZU1arP01VtmtVWP4ZvrXn7RwbLlwQA>

[uJ6Bko/edit?usp=share link](https://docs.google.com/forms/d/e/1FAIpQLSF_C1eRdEqW8r3kt0WslQGy6w7GO48TCDmtJbX0klz6P-UF84A/viewform?usp=share_link) to ensure your Unit has complied with the Department Code Requirement.

- An "x" in Column D signifies the Unit Girls State Chair has completed the form.
  - A name in Column E signifies the Unit President has completed the form.
  - A pink box means the **Instructions** [https://docs.google.com/forms/d/e/1FAIpQLSF\\_C1eRdEqW8r3kt0WslQGy6w7GO48TCDmtJbX0klz6P-UF84A/viewform?usp=share link](https://docs.google.com/forms/d/e/1FAIpQLSF_C1eRdEqW8r3kt0WslQGy6w7GO48TCDmtJbX0klz6P-UF84A/viewform?usp=share_link) needs to be completed.
  - Additional submitters are listed in Column F.
- ☑ Review the <https://www.cagirlsstate.org/online-application-instructions> and share with selected candidates.
- ☑ Track whether delegates and alternates have completed their online application.
- On the 2023 Reservation List, <https://www.cagirlsstate.org/units-districts> , Columns E-G will show date candidates complete the online application. Password is "AllAboard23" (no quotation marks, case-sensitive).
- ☑ Remind eligible students to begin the Samsung Scholarship <https://www.legion.org/scholarships/samsung> application process early. There are forms that will be easier to complete while school is still in session. Though the application requires a great amount of work, National Scholars, like 2022 ALA CAGS participant, Naomi Porter (sponsored by D19, U314), receive \$10,000.
- ☑ Remember to track ALA CAGS volunteer hours from Unit members from May 1, 2022 through April 30, 2023. The end of the year report asks for this number.

Remember - Girls State will cost \$425 plus at least \$200 for transportation. cost will be given out in February. The Girls State Committee is still accepting reservations for schools, if you have not made your Units school reservations yet – do it now!

Becky Bullard  
19<sup>th</sup> District Girls State Chairman  
11420 Taddy Street

Norwalk, CA 90650-3841  
[dragon.lady9@verizon.net](mailto:dragon.lady9@verizon.net)

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## **JUNIOR ACTIVITIES LINDA DIEBEL**

No Article Submitted –

Linda Diebel  
19<sup>th</sup> District Juniors Chairman  
5432 Fertile Street  
Lynwood, CA 90262  
[lkdiebel1@gmail.com](mailto:lkdiebel1@gmail.com)

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## **LEADERSHIP – LINDA FARISS**

E-O-Y reports are coming up faster than we think. Save yourself some time by compiling information in advance (meeting minutes, treasurer's reports, information from members) so that writing the reports will be quick and easy.

Linda Fariss  
19<sup>th</sup> District Leadership  
1021 W. Jay Street  
Torrance, CA 90502  
310-245-3041  
[lindafariss@yahoo.com](mailto:lindafariss@yahoo.com)

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## **LEGISLATIVE – C. J. REYES**

Are you getting your weekly report from National. If not, remember to sign up and it's free! It will keep you informed on the bills affecting our veterans and who you need to write to support them. Let me know of all letters you write and any replies to you receive.

We all know California has the largest population of Veterans. Currently, Governor Newsom has seventeen veteran bills on his desk.

**Nine** - Assembly bills for mental health services, discharge services, educational benefits, Space Force, Title 38, Gold Star Families, Medical Foster Home Program.

**Eight** - Senate bills for vehicle licenses, California Central Coast State Veterans Cemetery, Military service, leave of absence pay & benefits, Sales & use taxes, Family Law, Veterans homes, Licenses, Military Service. Are you still singing Michael Jackson's song "A B C, it's easy as 1, 2, 3"?

**ONE** – Open your iPhone, iPad, or your PC!

**TWO**- Log on to [Votervoicenet](http://Votervoicenet.com) (the Legion's Grassroot center)

**THREE**- Sign-up for alerts and while you are there, look at Legislation.

Did you sign in, yet? Once you have, you'll get alerts, then just follow the easy instructions.

Don't be left at the station, hop onboard our "Friendship Train" and remember!

"A, B, C it's easy as 1, 2, 3!"

I would like to encourage each member to "Be a Voice for our Veterans!"

If you should have any questions on this program, please do not hesitate to contact me at (562) 972-1443 or [cjr272@gmail.com](mailto:cjr272@gmail.com)

C. J. Reyes  
19th District Legislative Chairman  
P.O. Box 268  
La Mirada, CA 90637-0268  
[cjr272@gmail.com](mailto:cjr272@gmail.com)

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**MUSIC CHAIRMAN –  
JEAN COOLEY-DESMEULES**

Hoping that all Units are still using Music in their meetings and events. Please keep track of everything so you can submit an End of Year Report or a narrative what you have accomplished. That way all information can be forwarded to the Department of California Music Chairman, and she will know that the 19<sup>th</sup> District is celebrating with music.

Jean Cooley-Desmeules  
19<sup>th</sup> District Music Chairman  
20600 Main Street/Space #40  
Carson, CA 90745-1108  
[jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)

**NATIONAL SECURITY  
DEBBIE BUTLER**

No Article Submitted -

Debbie Butler  
19<sup>th</sup> District, National Security Chairman  
4719 Castana Avenue  
Lakewood, CA 90712  
213-200-0477  
[dbutler49@verizon.com](mailto:dbutler49@verizon.com)

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**PAST PRESIDENTS PARLEY –  
LINDA FARISS & NORA RAMIREZ**

Are you spreading the word about the scholarships that are available through the ALA Past Presidents' Parley? These nursing scholarships can be a big help for our young people obtaining a degree in nursing. The applicant does not have to be an Auxiliary member and is open to men and women. Check the website for more information.

**NURSING SCHOLARSHIP APPLICATION  
DUE DATES**

APPLICATION	FROM	TO	DUE DATE
Nursing Scholarship	Applicants	Unit – Sponsorship	April 7, 2023
Nursing Scholarship	*Unit	Department PPP Chairman	April 21, 2023

\*Unit – Units shall forward completed and signed applicants to Joan Cannon, 705 Mary Lane, Manteca, CA 95336-4010 or email to [ppp@legionaux.org](mailto:ppp@legionaux.org)

Our next PPP dinner will be at El Pescador - 17421 Avalon Blvd, Suite A, Carson, CA 90746. We will meet at 6:00pm.

Linda Fariss  
19th District Past Presidents Parley Chairman  
1021 W. Jay Street  
Torrance, CA 90502  
310-245-3041  
[lindafariss@yahoo.com](mailto:lindafariss@yahoo.com)

Nora Ramirez

19<sup>th</sup> District PPP Co-Chairman,  
13505 Leibacher Avenue  
Norwalk, CA 90650  
626-786-8224  
[nvrjuly17@gmail.com](mailto:nvrjuly17@gmail.com)

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## POPPIES & POPPY POSTERS LINDA DIEBEL



### Time to make plans for National Poppy Day®

As you're preparing your unit activities for this special day, consider ordering ALA poppy coloring books — a great way to educate kids about the meaning behind the poppy. The books are available for purchase from [Emblem Sales](#) and can be [downloaded](#).

Other resources:

- [Overview of the ALA Poppy Program](#)
- [Banners](#)
- [Posters](#)
- [Media templates](#)
- In Flanders Fields [video](#)

National Poppy Day is May 25th, a day of remembrance.

Linda Diebel  
19<sup>th</sup> District Poppy Chairman  
5432 Fertile Street  
Lynwood, CA 90262  
[lkdiebel1@gmail.com](mailto:lkdiebel1@gmail.com)

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## PUBLIC RELATIONS – JEAN COOLEY-DESMEULES

### SOCIAL MEDIA GUIDELINES

## Building Relationships with Media

Relationships with members of the media are the foundation of successful public relations efforts.

Whether the media contact is a reporter from a local newspaper or a blogger, all contacts should be carefully cultivated. These tips will help you build relationships with reporters, bloggers, producers, and news assignment editors:

- Research, research, research. Before contacting any reporter, it is crucial to do your homework. Read a hard copy of your local newspaper and visit the outlet online to determine who covers stories of interest relevant to your organization. Keep detailed notes regarding their areas of coverage and check the outlet frequently for stories the reporter or blogger covers.
  - The best pitches leverage recently published articles from the reporter. For example, if John Smith of the Lexington Herald-Leader recently wrote about local volunteer opportunities, follow up by referencing the specific article, and share why your information is relevant to his audience or why it is a natural flow based on his last story.
  - Also, it helps to track the reporter's personal interests – sometimes, this action can help signal areas of interest and ease conversation. Say Mary Smith of the Virginian, Pilot is a veteran's wife – she may be particularly interested in your unit's activities.
- Know when to follow up. Do not be afraid to connect with a reporter a few times a month. For example, if a reporter did not respond to your first email outreach but you note that he has written a story two weeks later, reach out to him again by phone or email to see if he has time to connect. Feel confident in following up when you have new information or an event to share but be mindful of how frequently you do so. If a reporter hasn't connected after one or two attempts, it's time to take a break for a few weeks.



- Once you are able to reach media contacts by phone, take note of any preferences they share with you. This may include requirements for meeting their deadlines, length of a submission, requirement for visuals (if TV), taping requirements if radio, and print resolution quality requirements for photos, etc.
- Approach bloggers carefully. One of the challenges many bloggers face once they become established and develop a profile in their niche is becoming the target of an overwhelming amount of "pitches," or people making requests of them. Similar to newspaper reporters and television news producers, bloggers receive hundreds of pitches every day. To ensure a blogger responds to your request – whether it is coverage or promotion of your unit's upcoming volunteer events – keep the following in mind:
  - A pitch is a description of a potential story idea to an editor, reporter, blogger, news assignment editor or producer. It can be delivered verbally or sent via email. A pitch lays out why a story matters and makes the case for doing a certain story at a certain point in time. It should quickly and succinctly do a few things summarize the story you want a media outlet to cover and explain why that story matters.
    - Be genuine. Comment first. Pitch later. Become a genuine and active member of the blog that you are pitching before you make personal contact. Typically, bloggers are more willing to interact with you if they can see you have gone to the effort of interacting with the content they've written. Add value to the conversation happening on the blog and show that you're not just there to "take" but to "give."
    - Show you know who they are. Bloggers tend to ignore automatically generated emails or ones that lack any personal touches. Take the time to get their details right. Use their name, mention their blog, and show that you are not just sending an email to multiple people but are directly reaching out to them.
  - Keep it simple. It's important to keep your emails to bloggers brief and pitch your idea quickly. If additional details are needed, you can provide those in a follow-up email or share a hyperlink that will direct them to more information. And last, but not least – whatever you are pitching - it will have more of a chance of success if there's something in it for the blogger. Clearly outline what you are asking for and how it will benefit the blogger, their blog and their readers. For example: If you are reaching out to a local military mom blogger, note how your upcoming volunteer event will benefit local military families and why they would be interested in attending and participating in the event.
- Getting to know TV producers and assignment editors. TV producers and news assignment editors work on a much different deadline schedule than print and online media contacts. The focus of their coverage can change at a moment's notice. For example, they might have a reporter scheduled to cover a ribbon cutting at a local business, but when a nearby factory fire claims the lives of workers, that reporter could be reassigned in an instant. When conducting media outreach to TV producers and reporters, keep these things in mind:
  - Know the meeting schedule. Every local TV station has morning and evening news planning meetings that are held at the same time every day. During these meetings, the producers decide the news they will be covering throughout the day and evening. It's important to know when these take place so you can provide assignment editors with information about your event ahead of the meetings so it can be considered for coverage.
  - Send your information after you call. Always send your news release or media alert to the news assignment desk after

you have called to pitch your event. News assignment editors receive hundreds of news releases and media alerts daily; by sending your information after you speak with assignment editors; it creates a "mental flag" for the assignment as they check their email inbox.

- Always include your cell phone number: News assignment editors and producers often make last-minute decisions to cover local news stories, so it's imperative to include your cell phone number on your news release or media alert. You could be out to lunch when a news assignment editor calls to let you know he will be sending a reporter and camera crew out to your event, or he may even have follow-up questions before solidifying whether he can dispatch a camera crew.
- Offer visuals and interviews: News assignment editors and producers are always looking for captivating audio and visuals they can share with their local audience. It's up to you to share ideas for ways they can film your event, what types of dynamic visuals they can capture and who you have available on site for interviews. If you do offer individuals for interviews, ensure that you have identified a spokesperson that is well-prepared ahead of time and feels comfortable in front of the camera while articulately conveying key messages about your local unit and the event.

• Say **"thank you."** Like anyone else, reporters, bloggers, producers, and news assignment editors like to feel appreciated. Express your gratitude for their time, especially if you inevitably work together or the reporter attends an event. It will make them more likely to remember you and work with you again in the future.

More information to come next month.

Jean Cooley-Desmeules  
19th District Public Relations Chairman  
20600 Main Street/Space #40

Carson, CA 90745-1108  
[jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)

**NOTE: please when sending me your flyers, DO NOT TAKE A PICTURE OF IT. Please send from your computer in a jpeg format.**

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## VETERANS AFFAIRS & REHABILITATION DEBBIE BUTLER

Greetings

I hope you are all finding things to do for Veterans.

Do help a Veteran by shopping, doctor appointments or just visit.

Have you considered signing up as a compassionate caller to talk with a Veteran. This is a nationwide VA program. If interested call Ellis McClure at Volunteer Services (562) 826-5715 or email [ellis.mclure@va.gov](mailto:ellis.mclure@va.gov).

I have tentatively scheduled our yearly BBQ at CLC September 4th or possibly 3rd depending on VA. Let's hope we can do something for patients. If not, a BBQ we can do sandwiches and all the other things we give, etc.

I'm sure many of you passed out Valentines to veterans, thank you.

Remember this program is very important because we were established because of Veterans and active duty.

Hope you are tracking your time and activity. "Please" everyone report when year-end are due in a few months!!!

Got a question call or email.

If you have questions or need help, I'm an email or call away. I learn something new all the time. As they say you never stop learning. You never fail you learn and go forward. Just take a picture of the report and email to me.  
[Dbutler49@verizon.net](mailto:Dbutler49@verizon.net)

Or text 213-200-0477.

Debbie Butler  
19th District V. A. & R. Chairman  
4719 Castana Avenue  
Lakewood, CA 90712  
213-200-0477  
[dbutler49@verizon.com](mailto:dbutler49@verizon.com)

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**EDITOR NOISETTE –  
JEAN A. COOLEY-DESMEULES**

**EDITOR'S NOTE:** if your Unit is having an event and you have a flyer, please print out and bring them to the monthly District meeting. Also, please email a copy to me so I can give it to both the Public Relations, Historian for their books and they will be put onto our Noisy 19th Auxiliary Facebook page, and the Department of CA Facebook page, too. Flyers must be in a "jpg" format.



Check out the American Legion Auxiliary Noisy 19th District Facebook page. Ask everyone to check it out and help keep it updated on events, pictures, etc. Facebook Contact: Jean Cooley-Desmeules  
[jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)

All flyers that are emailed to me will be sent out on a Special Alert to everyone on the distribution list. (Which will also be posted on the Dept. of CA Website, too) See how many more will come to your event. **Important: when publishing on Facebook, please be sure to change your settings to "public to ALL" so they can be shared.**

As you can see, there are many avenues to get the word out to the public. What a difference it could make in the attendance to your events and the profits, too!

**ONE LAST ITEM:** If your Facebook name has "Women's," "Ladies," or any referral to only females – this must now be changed to read: "American Legion Auxiliary – ***with no mention of gender in your Facebook Name.***

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**WAYS & MEANS –  
MELISSA BRAICOV**

Remember to purchase your 50/50 tickets at each District Monthly meeting. Half of the proceeds go into our District General Funds account and the balance is Funds account and the balance is distributed to all the winning numbers at each monthly meeting.

Tickets are only a \$1.00 each or \$ 5.00 for six tickets donation. Help support your 19th District.

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**SERGENAT – AT – ARMS -  
MELISSA BRAICOV**

When attending a meeting, please remember to turn off your phones and do not carry-on conversations between yourselves when there is someone at the podium speaking.

**ASSISTANT SERGEANT-AT-ARMS –  
No Article Submitted**

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**DISTINGUISHED GUEST  
CHAIRMAN\_– LINDA DIEBEL**

If you should have any quest that come to your Unit meetings, you should always welcome them, have them sign your guest book and then introduce them during the meeting so everyone knows what their name is and why they are visiting you. If needed, as Distinguished Guest Chairman, you will also escort them to the front table so they can speak to the entire membership at the meeting.

Linda Diebel  
5432 Fertile Street  
Lynwood, CA 90262  
[lkdiebel1@gmail.com](mailto:lkdiebel1@gmail.com)

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**UNIT DCV'S –**

**AUGUST** – Unit 314, 3<sup>rd</sup> Tuesday,  
7:00 pm  
Unit 465 1<sup>st</sup> Thursday, 7:00 pm

**SEPTEMBER** – Unit 272, 1<sup>st</sup>  
Wednesday, 7:00 pm  
Unit 833, 3<sup>rd</sup> Saturday, 1:00 pm  
Unit 723, 2<sup>nd</sup> Monday, 1:00 pm

**OCTOBER** – Unit 359, 1<sup>st</sup> Saturday,  
1:00 pm  
Unit 170, 2<sup>nd</sup> Tuesday, 6:30 pm  
Unit 184, 3<sup>rd</sup> Tuesday, 12:00 pm

**NOVEMBER** – Unit 341, 1<sup>st</sup>  
Wednesday, 6:30 pm  
Unit 411, 4<sup>th</sup> Wednesday, 7:00 pm  
Unit 496, 2<sup>nd</sup> Tuesday, 7:00 pm

**DECEMBER – TBA**

**19<sup>th</sup> District Auxiliary E-Mail Correspondent**

Jean A. Cooley-Desmeules,  
[jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)

If you need anything to be sent out on an urgent message – please be sure that it is in a “jpeg” format. If it needs to go out right away, please text me on my cell phone at 310-871-9375 and I will go online and send your message out for you. Please know that when sent out this year, it is also received by the Dept. of CA Webmaster who will then also put it onto the Dept. of CA Website, too. That way the entire state of California will know what is going on in the 19<sup>th</sup> District. I will also put it on our Facebook page too.

**ALL UNITS MUST HAVE AT LEAST ONE  
EMAIL CONTACT – PLEASE SUBMIT AS  
SOON AS POSSIBLE TO EMAIL  
CORRESPONDENT.**

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**ATTENTION: ALL OFFICERS & CHAIRMAN –  
NOISY 19<sup>TH</sup> NOISETTE ARTICLES**

19<sup>TH</sup> District *Noisette* articles whether sent by E-Mail, Snail Mail or Pony Express, are due.

**NO LATER THAN THE WEDNESDAY PRIOR  
TO EACH MONTH'S DISTRICT MEETING.**

**Send articles attached to email to:**

Jean A. Cooley-Desmeules at  
[jeancooley45@gmail.com](mailto:jeancooley45@gmail.com) /Subject line: District  
Newsletter. Or snail mail to Jean A. Cooley-  
Desmeules, 20600 Main Street #40, Carson, CA  
90745-1108

**THE 19<sup>TH</sup> DISTRICT IS ON FACEBOOK**

Check out the American Legion Auxiliary Noisy 19th District Facebook page. Ask everyone to check it out, "LIKE" us and keep it updated on events, pictures, etc.

CONTACT Jean Cooley-Desmeules for more information. If you have any event that you would like to have put onto our FB Page, please email me a flyer in the jpg format and it will be then seen by more viewers for better attendance to your events.

**UNIT L-1 BINGOS – CANCELLED**

**ALL L-1 BINGOS HAVE BEEN SUPENDED UNTIL FURTHER NOTICE – PER LONG BEACH VA MEDICAL CENTER DUE TO THE CORONAVIRUS.**

## **OPERATION OUTREACH**

### **HAWTHORNE 314 – 14124 SO. PRAIRIE AVE, HAWTHORNE –**

1) **FIRST FRIDAY 5-8PM EVERY MONTH STEAK AND FISH FRY HELD** – \$10.00 FISH, STEAK \$12.00, COMBO FISH & STEAK \$15.00 INCLUDES FRENCH FRIES, CORN BREAD MUFFINS AND COLE SLAW. (FISH – COD OR CATFISH)

2) **SECOND SUNDAY 9–12:00 NOON EVERY MONTH BREAKFAST** IS SERVED FOR \$10.00 DONATION INCLUDES COOKED-TO-ORDER EGGS OR OMELETS, POTATOES, BACON, SAUSAGE, BISCUITS, GRAVY, ORANGE JUICE, PANCAKES (WITH OR WITHOUT FRUIT), WAFFLES, FRENCH TOAST, FRUIT, AND COFFEE. STEAK & EGGS BREAKFAST \$12.00 DONATION.

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### **NORWALK 359 – 11986 FRONT ST, NORWALK**

Every Sunday - Breakfast 10:00 am to 1:00 pm

Every Saturday - Karaoke and cakewalk @ 7:30 p.m.

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### **Rivera Unit 411 – 7642 Serapis Ave., Pico Rivera**

Auxiliary Breakfast – Second Sunday – 9 am to Noon

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### **Hollydale Unit 723**

(Events held at the Bellflower Moose Lodge, 9320 Alondra Blvd, Bellflower CA 90706)

1st Saturday of every Month, 11am - 2pm

#### **Lunch - \$7**

Hamburger, Cheeseburger, or 2 Hot Dogs - \$7

Includes: Chips & Cookies

#### **Bingo - \$15**

Bingo consists of 8 Regular Bingo Games & 2 Special Games (Prizes are Minimum \$25)

#### **Combination Lunch & Bingo - \$20**

We appreciate anything you can do to support us.

Thank you,

Dorothy Dunbar 562-991-7928

**2022 – 2023 Officers**

President	Becky Bullard	562-325-9638	359
1 <sup>st</sup> Vice President	Diana Livas	323-893-0732	272
2 <sup>nd</sup> Vice President	Debbie Butler	213-200-0477	496
Secretary	Linda Fariss	310-245-3041	170
Treasurer	Judy Zarate	562-900-6663	359
Chaplain	Dawn Brown	310-531-4447	314
Parliamentarian	C. J. Reyes	562-972-1443	496
Historian	VACANT		
Sgt. At Arms	Melissa Barinov	562-556-3948	359
Assn't Sgt. At Arms	VACANT		

**2022 – 2023 Chairmen**

Americanism	Becky Bullard	562-325-9638	359
Auxiliary Emergency Fund	Nancy Larios	562-556-3539	272
Children & Youth	Becky Bullard	562-325-9638	359
Community Service	Linda Diebel	310-631-0702	359
Constitution & Bylaws	C. J. Reyes	562-972-1443	496
Education	Gayle Stewart	562-634-3929	496
Girls State	Becky Bullard	562-325-9638	359
Junior Activates	Linda Diebel	310-631-0702	359
Leadership	Linda Fariss	310-245-3041	170
Legislative	C. J. Reyes	562-972-1443	496
Membership	Diana Livas	323-893-0732	272
Music	Jean A. Cooley-Desmeules	310-871-9375	314
National Security	Debbie Butler	213-200-0477	496
Past Presidents Parley	Linda Fariss	310-245-3041	170
	Nora Ramirez	626-786-8224	272
Poppy & Poppy Posters	Linda Diebel	310-631-0702	359
Public Relations	Jean A. Cooley-Desmeules	310-871-9375	314
Resolutions	C. J. Reyes	562-972-1443	496
Veterans Affairs/Rehab	Debbie Butler	213-200-0477	496
Ways & Means	Melissa Barinov		359

**SPECIAL BOARDS AND COMMITTEES****ADVISORY BOARD**

Linda Fariss	310-245-3041	170
Linda Diebel	310-631-0702	359
Jean A. Cooley-Desmeules	310-871-9375	314
All Past District Presidents		

**BUDGET COMMITTEE**

Judy Zarate	562-900-6663	359
Diana Livas	323-893-0732	272
Debbie Butler	213-200-0477	496

**AUDIT COMMITTEE**

Linda Diebel	310-631-0702	359
Gayle Stewart	562-634-3929	496
Dawn Brown	310-531-4447	314

**TELEPHONE COMMITTEE** – All Unit Presidents & Past District Presidents

**E-MAIL CORRESPONDENT & NOISETTE EDITOR** -

Jean A. Cooley-Desmeules 310-871-9375 314 [jeancooley45@gmail.com](mailto:jeancooley45@gmail.com)