



PUBLIC RELATIONS DEPARTMENT OF MICHIGAN

C. OSCAR HAMMOND – BLUE CAP POST

AWARDED ANNUALLY AT STATE CONVENTION

To recognize the Post determined to have the most complete American Legion Public Relations Program in the State.

Criteria:

1. The Post must submit nominations on American Legion Letterhead accompanied by copies of the accomplishments of The Public Relations promotions of the nominees that must include but are not limited to the following:
 - a. Examples of The American Legion Family (Legion, Auxiliary, SAL and Legion Riders) working together to promote good public relations for The American Legion
 - b. Examples of events either held at the post or promoted by the post to support community activities
 - c. Examples of events either held at the post or promoted by the post aimed at building relationships with key Legion publics such as the media, elected officials and law enforcement
 - d. Publicizing legion programs such as Boys State, Student Trooper, Elmobility requests and information
 - e. (2) copies of newsletters and if the Post has a website, must be a member of the Department of Michigan Post Communications Network

Eligibility:

1. Documentation supporting nominee must be submitted:
 - a. Information can be copies of documents of Post accomplishments and activities
 - b. Can be submitted electronically i.e. on CD or DVD disks, or email
 - c. Nominations must be signed by the Post Commander
2. Post must have either a newsletter or website and newsletter editor or webmaster must be a **member of MALPA.**

Judging Procedure

1. Judging will be done by the Department of Michigan Public Relations Committee Chairman and Public Relations Director.

Important Dates

1. Post must submit their nominees for judging to Department by **May 15 annually.**
2. Winner will be announced and award presented at State Convention.