

# Department of Michigan Public Relations



PUBLIC RELATIONS

Public Relations



PUBLIC RELATIONS COMMITTEE CHAIRMAN 2010-2011 DICK CHATMAN

February 2011

www.michiganlegion.org

## Great Tools for Public Relations

### Department of Michigan PR Web Page

**The American Legion Department of Michigan**

Michiganlegion.org Home    Membership    Site Map    Post Listings

**Public Relations**

*Mission Statement*

Department of Michigan Public Relations Web Page (DMPRP) a tool for our members to promote The American Legion, and what we do in supporting our Vision of a strong America through our advocacy of the 4 Pillars.

**T**he Department of Michigan has tried to put together in one location, information that will assist those at the Zone, District and Post level in getting information out to the legionnaires.

Here legionnaires can find information on awards to be given to those who go above and beyond in being advocates for good publicity for The Legion, as well as post information about upcoming events that fit the 4 pillars of The Legion as well as places the Department of Michigan in a positive light.

**A** key goal of the Public Relations Page is to improve the communications between all Michigan Legionnaires. Legionnaires are encouraged to join the **(BCWN) Blue Cap Wolverine Network**. Once it is up and running, Michigan Legionnaires from Marquette to Detroit will be able to instantly communicate, share ideas and keep each other informed about various activities around the state. Posts on the network that have electronic communication ability will become key contacts for Department in dispensing information much more efficiently and in cost saving manner.

Department Public Relations will need all Legionnaires, Zone Commanders, District Commanders, Post Commanders and dedicated, motivated individual legionnaires to help us become the premier Public Relations Department in The Legion. **We hope we can count on you.**

The National American Legion Press Association

# NALPA

www.nalpa.org



For the Mutual Improvement of the Legion Press – By Mutual Endeavor

**N**ALPA (National American Legion Press Association) is an association of editors, writers, business managers, historians, public relations officers and individuals who are members of The American Legion, the Sons of The American Legion, the American Legion Auxiliary, American Legion Riders and other subsidiary organizations.

Members of NALPA encourage the exchange of ideas, promote the development of local newsletters and public relations activities, strive to communicate the corporate goals of The American Legion family organizations and recognizes achievement through an annual newsletter and newspaper awards program. NALPA has been working to facilitate this communication for more than 80 years.

**I**n 1922 then National Adjutant Lemuel Bolles, appointed William Richie, Jr., an Omaha, Neb., lawyer, as chairman of a special committee to consider the organization of a National American Legion Press Association. The following year NALPA was established with 20 department and local publications forming the initial membership.

In 1925 NALPA expanded membership eligibility to publication staff members, Department and Post Historians and professional newspapermen interested in Legion



(Continued on page 2)



Legionnaires can gain valuable insight in how to start and maintain a newsletter. MALPA meetings give legionnaires the opportunities to not only meet newsletter editors but post webmasters as well.

Members—TAL, Auxiliary-SAL and Riders, who have expertise with websites, newsletters and Public Relations.

Information, PowerPoint Presentation and sign up form can be obtained and downloaded from the PR Web page. *I strongly encourage you to sign up today. !!!!!*

(Continued from page 1) publicity.

Today, more than 1,000 members of NALPA are involved in local communications initiatives with a central purpose: to keep members up-to-date on local organizational happenings. Members of NALPA believe that local newsletters and other efforts are essential to a growing membership program.

The Department of Michigan is striving to have the most legionnaires as NALPA members in the nation. **You can help by joining today.** Membership dues are only \$10.00/year and the membership form can be downloaded from the PR webpage or you can visit NALPA's Webpage: [www.nalpa.org](http://www.nalpa.org)

### Join MALPA Today!!!

Dues are only \$5.00/year and I guarantee you it will rank up with the best \$5.00 you have ever spent.



Membership information for joining MALPA can be found on the PR web page or you can contact: **Secretary Kay Bauer** 810.664.5513 [godisgood1938@att.net](mailto:godisgood1938@att.net) or

**Editor Joe Hollomon** 616.209.2399 [sal459jh2yahoo.com](mailto:sal459jh2yahoo.com)

### Blue Cap Wolverine Network



#### Join the Network

The Department of Michigan Public Relations is in the process of building a communications network spanning the State of Michigan.

This endeavor started @ the 2010 Fall Conference. We envision this network being the communication hub for The Department of Michigan, made up of Michigan Family

**Important  
Please Read &  
Heed The Info  
Below**

### In order to be eligible for PR Awards the following must happen:

- Zone & District Commanders must judge the **best post website** in their zones and submit the winners to Department by 5-15
- Post's must submit their **websites** to Zone & District Commanders for judging by 5-1
- There will be (5) zone website winners
- The best Website in the state will be selected from one of the (5) zone winners.
- **All award winners must be members of the BCWN, NALPA, & MALPA. So Sign up now.**

Criteria for all awards can be found and downloaded from the PR Webpage.

[www.michiganlegion.org](http://www.michiganlegion.org)



### 2010-2011 OFFICERS

- PRESIDENT:** Nedra Beal  
**VICE-PRESIDENT:** Bob Drebenstedt  
**SECRETARY:** Kay Bauer  
**TREASURER:** Joe Callahan  
**CHAPLAIN:** Margo Liebau  
**MEMBERS-AT-LARGE:** Jerry Evans, Frank Rodman, George Jingles, Alan Liebau

Members of MALPA encourage the exchange of ideas, promote the development of local newsletters and public relations activities, strive to communicate the corporate goals of The American Legion Family organizations and recognizes achievement through an annual newsletter and newspaper awards program.