

PUBLIC RELATIONS DEPARTMENT OF MICHIGAN

PUBLIC RELATIONS UPDATE 7-7-2010



SUBJECT: DEPARTMENT OF MICHIGAN POST COMMUNICATIONS NETWORK CONTEST INFORMATION (PAGE 1 OF 4)

One of the objectives of the Public Relations Committee for 2010 - 2011 is to improve communications among our Michigan Posts and the Department of Michigan. Good communications is a vital key to good Public Relations. One of the things we are going to implement this year is the Department of Michigan Post Communication Network (DMPCN). The ideas behind instituting this network are to provide Posts with electronic capability the means and tools necessary to:

- Provide near instantaneous communication between posts.
 - a. Web masters could share information received with their post officers and members @ post meetings or gathering
 - b. Web masters could publish (cut & paste) information directly into post/district newsletters
 - c. Web masters could publish (cut & paste) information directly from the Michigan Legionnaire electronically to their newsletters or websites.
 - d. Web masters can share ideas, help each other improve their webmaster skills and keep ahead of the information highway curve.
 - e. Social networks, such as Facebook, and Internet Groups
 - f. Stay connected with other Legionnaires, through The American Legion
 - i. Legion Forums
 - ii. Legion Blogs
 - iii. My Legion.org
 - iv. Legion T.V.
 - g. Legion posts could receive information much faster about issues of concern facing The Legion or requests for Legion member participation such as:

The request from the Michigan Commander's group "The Commanders Group will strongly support any candidate for governor of the State of Michigan who will state publicly that he/she will establish an Office of Veterans Affairs within state government separating the states veterans from the Department of Military and Veterans Affairs thereby granting them autonomy and a voice in state government".

- i. Or nationals request for support of Legionnaires in trying to win the Pepsi Challenge \$250,000 for the Legion Legacy Scholarship fund

Legionnaires you can greatly assist us in getting our network off the ground by signing up asap. You will find an attachment that will give you the opportunity to:

- Sign up your post and website
- To name our new network
- Win prizes of either \$25.00, \$50.00 or \$100.00 @ fall conference.
- Examples of a filled out form and the resulting network information that will be shared with all members of the network



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We hope that you will join the Department of Michigan Post Communications Network. We intend to have some fun with this and reward those who take the time to participate in this process. [PCN Sign Up Form](#). Fill out, send in by 9-1-2010. MALPA winners eligible to win \$100.00 if your filled out form is selected @ Fall Conference. See included example form for instructions on what information is needed.

Post Communication Information

Post # _____
Post Name _____
Post Address - Street _____
Post Zip _____
Post City Location _____
Post County Location _____
Post Web Address _____
Post Contact Telephone Number _____
Post Email Address to be used for
Communication Network Posting _____

Post Key Contact Information

Post Commander Name _____
Post Contact Information for Communications Network
Name, Tel. Nr. Email if different from Post Email Address _____

Post Communication Network Questions

Are you a member of MALPA (Yes or No)? _____
Are you a member of NALPA (Yes or No)? _____
Does your Post have a Public Relations Officer (Yes or No)? _____
Is your Website through Legionsites (Yes or No)? _____

Person Submitting Information

Name _____
Date _____
Signature _____
Tel. Nr/Email Address _____
Title _____

In summary fill out and return this form to be eligible to win \$100.00 if you are a member of MALPA. Send Completed form electronically or by snail's mail to:

Electronically: Deanna Clark 517.371.4720 Ext 11 programs@michiganlegion.org
Snails Mail: **212 N. Verlinden Ave Suite A, Lansing, MI 48915**

Deadline for Entries is Wednesday September 1, 2010. Winners will be announced @ Public Relations School of Instruction during the Fall Conference in Troy, Mi.

See attached sample form filled out in its entirety.



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**SUBJECT: DEPARTMENT OF MICHIGAN POST COMMUNICATIONS NETWORK CONTEST
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Sample Form: Legionnaire listed not eligible to participate in drawing.

Questions Call: Dick Chatman 313.861.6852 or email dickc1948@ameritech.net

Post Communication Information

Post #	202
Post Name	Coleman A. Young
Post Address - Street	20209 Briarcliff
Post Zip	48221-1388
Post City Location	Detroit
Post County Location	Wayne
Post Web Address	www.cay202detroit.org
Post Contact Telephone Number	313.861.6852
Post Email Address to be used for Communication Network Posting	caypost202@ameritech.net

Post Key Contact Information

Post Commander Name	Chester B. Trail Jr.
Post Contact Information for Communications Network Name, Tel. Nr. Email if different from Post Email Address	Richard I. Chatman, tel.nr. email same as above

Post Communication Network Questions

Are you a member of MALPA (Yes or No)?	Yes
Are you a member of NALPA (Yes or No)?	Yes
Does your Post have a Public Relations Officer (Yes or No)?	Yes
Is your Website through Legionsites (Yes or No)?	Yes

Person Submitting Information

Name	Richard I. Chatman
Date	7-7-2010
Signature	
Tel. Nr/Email Address	313.861.6852/dickc1948@ameritech.net
Title	Post Adjutant

Deadline; 9-1-2010. If not a member of MALPA have time to Join, contact Joe Holloman, email is sal459jh@yahoo.com



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Name Our Department of Michigan Communications Network Contest Form!

Criteria:

- Catchy
- Innovative
- Captures the essence of the purpose of the network
- Recognizes blue caps communicating with each other across the Department of Michigan
- Any Michigan Legionnaire in good standing with The Legion is eligible to win
- (1) One entry per legionnaire
- Winner selected @ fall conference (First place winner) \$50.00 (Second Place) \$25.00

Form:

Network Name Submitted For Contest _____

Submitted By (Name) _____ Post _____ Dist _____ Zone _____

Mailing Address -Street, City, St. & Zip _____

Best Contact Number _____ Email _____

Date Form Submitted _____

Signature _____

In summary fill out and return this form to be eligible to win \$50.00 1st Place, \$25.00 2nd Place.
Send completed form to:

Electronically: [Deanna Clark](mailto:Deanna.Clark@michiganlegion.org) 517.371.4720 Ext 11 programs@michiganlegion.org

Snails Mail: 212 N. Verlinden Ave Suite A, Lansing, MI 48915

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Public Relations School of Instruction during the Fall Conference in Troy, Mi.

Congratulations

To the first Public Relations Contest winners sponsored by the State Public Relations Committee to improve communication between posts, districts and zones. The selections were awarded during the 2010 Fall Conference in Troy.

Rex Lambert of Grand Rapids Post 459 - \$75

Steve Rogers of Holt Post 238 - \$50

Arnold H. Koehn of Harbor Beach Post 197 - \$50

-Dick Chatman, State Public Relations Committee Chairman