

# Public Relation Committee News



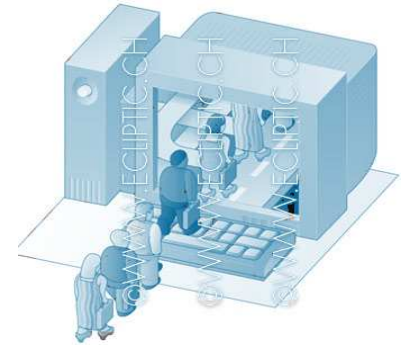
Dick Chatman Committee Chairman

Issue 1

## Your 2010—2011 Public Relations Committee

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### Helping Our Blue Caps Join The Information Highway

## Public Relations 2010—2011

### Success Requires Vision

*The PRC is committed to telling The American Legion Story. We are the largest wartime veterans service organization founded on the values, contributions and sacrifices of those who answered the nation's call to arms.*

The Department of Michigan consists of a Legion Family working together to:

- Respond to quality

of life needs of all veterans and their families

- Prepare each generation to meet its citizenship obligations
- Perpetuate the principles of government embodied in the United States Constitution
- Maintain a strong national defense

### PRC Mission

To coordinate and

supervise the activity in publicizing the work of T.A.L. in the state of Michigan and properly positioning The American Legion Before the public.

### Road To Success

- Preserving the memories and pro-

moting recognition of the contributions of veterans to the nation

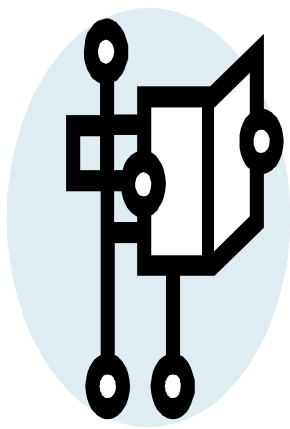
- Honoring and supporting the members of our armed forces
- Serving as the voice of veterans
- Influencing the media on issues affecting veterans and where appropriate, commending or correcting
- Enhancing public perception of The American Legion, our Veterans and their families.



## PRC 2010—2011 Game Plan

- Focus on keying in on some of our key publics and fine tune how we get our message about The Legion out to them.
- Focus more on our local posts and the blue caps
- Get buy in and support for effective Public Relations from our Department, Zone, District and Post Officers
- Make Department of Michigan Public Relations a truly Legion Family Effort
- Utilize all Department resources such as partnering with MALPA
- Work to build key relationships in the communities we serve
- Continually stress to Post Commanders the importance of covering information with their post members, reading the Michigan Legionnaire and visiting the Department's Website

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- Recognize good Public Relations efforts by issuing awards to deserving, legionnaires, Posts and those in the communities we serve.

### Highlights

#### 6 State PR awards will be issued to Posts that have Websites:

1. (1) Best State of Michigan Post Website
2. (5) Best Zone Website (each zone)

#### 2 State Legionnaire Awards will be issued whether you have a website or not

1. Best District PR Legionnaire
2. Best Post PR Legionnaire

Please Cover this newsletter and other Department info such as "FYI" with your Post. Good Communications is vital if we are to be successful. Good Public Relations Starts with You



### DMPCN (Department of Michigan Post Communication Network)

With the cooperation of Legion Posts who have a website, Department Public Relations would like to institute a Post Communication Network that will serve as a beta trial model as the information and communication hub for

The Department of Michigan. The overall objectives are:

- Improved, fast and effective communication between National, Department and Michigan Posts
- Providing access to anyone in the world who has a PC, smartphone or web device to get information about The American Legion and who we are.

We will be kicking off the PCN at the fall conference in Troy and make a formal presentation. The initial start up will include a contest that will award cash prizes to those posts that sign up their website to be included on the network. The sign up form and where to send it is included with this mailing. Please feel free to duplicate as needed and get the forms to your posts that have websites and want to participate.

**We Are Looking Forward To A Great Public Relations Year and working with our Outstanding Blue Caps**

### 1 State Post Award to The Legion Post judged to have the best Public Relations Program in the state.

In addition Department Public Relations will issue interim Public Relations awards at the behest of legionnaires who deem they are warranted from something done on behalf of our veterans, children and youth, patriotism or national security. Interim PR awards will be issued as long as supplies last.

Details on criteria for awards can be found by visiting the Department Website and visiting the Public Relations Page.

### Important Dates

**Deadline for submitting PCN sign up forms and to be eligible for prizes is 9-1-2010**

**Public Relations School of Instruction presented during the Fall Conference in Troy 9-24-26, 2010**

#### **\*\* Please Note\*\***

A website is not required to join the PCN network only to be eligible for the prizes that will be awarded @ fall conference. Any legionnaire that you designate as your contact within your post can join. The designated legionnaire however must have computer access with a email address. They should also have sufficient computer skills to open attachments and surf the web.

They will also be counted on to provide received information to the post and its officers.

All posts are encouraged to have a designated PR person and pass this info on to department