



*American Legion Auxiliary
Department of California
Public Relations
July & August 2024
Bulletin*

I am super excited to welcome you all to a new year of service and commitment to our Vets, Military, and their families!

Congratulations to Madame President Linda Hayes and to all the newly appointed officers.

Madame President's Theme and Motto this year is "America the Beautiful" and "Crown the Good with Brotherhood".

In keeping with this theme, we will be known as "Paul Revere".

During the American Revolution Paul Revere was a strong supporter of the patriotic cause and joined the Sons of Liberty. His midnight ride transformed him into a folk hero! Even after the war he continued with his patriotic pride by working in iron casting and bronze bell making.

Now in modern times we have a Public Relations crew! As leaders we should be sharing information, wearing our brand with pride, encourage others to do the same. Get to know the media and the process of submitting a story or an event flyer. While gathering information and contacts, please consider making a procedure book for the next chairperson.

Here are some examples of reaching the public:

- Send press releases, flyers, etc. to the webmaster; Lyle Workman, and his email is webmaster@calegionaux.org.*
- Contact your local government for proclamations.*
- Utilize Flags & Emblems for marketing tools.*
- Always wear branded clothing, pins, etc., at yours and public events.*
- Invest in branding at booths, tables, etc.*
- Have American Legion Family brochures available at events (order through your ALA department office).*
- Distribute newsletters at all levels of the organization.*
- Look for free space such as a Farmer's Market.*
- Radio stations are always a fun way to promote an event.*
- To promote better community coverage, we should be utilizing all forms of media including the platform of social media such as local media, Facebook, Twitter, and Instagram. Utilize your AL Posts, by posting your flyers, talking to commanders and members, etc. There are so many ways we can share this information about our great organization and by using the right approach such as kindness and understanding, we can open new doors to share.*

You can help your districts and units by staying up to date on information being shared on the Department website

www.calegionaux.org

Flags and Emblem has a variety of t-shirts and supplies available to you. You can lead by example by wearing the American Legion Auxiliary brand to meetings, events, etc.
<https://emblem.legion.org>

Important dates to remember:

August 17-18 - Clovis, CA workshop

September 14 - Northern Workshop

October 12 - Southern Workshop

LIFE IS RECIPROCAL, the energy you expend always comes back.
Oprah Winfrey

For God and our Country.

Rosemary Barron

Public Relations Chairperson

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Veterans Day parade takes place in Salinas

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