



Department of California
Public Relations Clovis Bulletin
August 2021

Public Relations is a job for every member. It is not difficult, but it is an extremely important one. Public Relations lets our communities know who we are, what we do and what our value is to the community. Public relations encompasses every kind of communication, from personal conversations to social media, branding awareness and carefully prepared media releases.

In keeping with Department President Dee Ann's theme this year "Catch the Wave" Service to our Veterans Continue, Public Relations Chairman will be known as Sound Waves. Let's join together to Sound the Waves proclaiming the activities of the American Legion Auxiliary through-out California.

I would like our focus to be on utilizing the most effective tool in Public Relations which is PUBLICITY. In future bulletins I will share instructions on how to create a media list as well as The ALA guidelines for Social media and Websites. These tools can be used to get our message out to mass audiences. Establishing a good rapport with the media is important for continued coverage of Auxiliary Events.

Through Public Relations together we can build Brand Loyalty. Branding is not just about wearing our pins. Wearing our pins and Branding comes with dignity and respect in our behavior for our organization and ourselves as we present ourselves to the public.

I encourage all members to read The American Legion Auxiliary Branding Guide on the National website at https://www.legionaux.org/cmsdesk/ALA/media/PDF/Guides/ALA_Branding_Guide.pdf

Serving our Veterans,
Department of California Public Relations Chairman
Patricia Galatioto
909-680-5251
trishasupaux@msn.com