



**Department of California
Public Relations
November 2021 Bulletin**

Even though we're thankful through-out the year November is a great time for Sound Waves to reflect on thankfulness, recognizing things, people and phases of life that we appreciate. Veterans Day is an important day set aside to honor and show appreciation for all who served in the United State Military in wartime or peacetime living or deceased. Veterans Day is observed every year on November 11th and no matter how we joined the American Legion Auxiliary either through blood or marriage, we are thankful to serve our mission of Veterans, Military and their families. Expressing our gratitude in fulfilling our mission through November brings us to Mid-Year. Why is Mid-Year important, it's to show your progress for the first half of ALA year, it's important to read about members investing in our mission of helping Veterans, Military and their families. As we prepare for Mid-Year reports let's begin to take into account what Public Relations processes you've done.

- Are you aware that wearing your ALA pins, apparel or emblem is Auxiliary Branding.
- Have you submitted articles, patriotic flyers or Auxiliary events to newspapers.
 - Have you promoted Legion Family events on Social Media.
- Have you shared Unit events on either Social Media or printed material.
 - Have you submitted articles or photos of your Unit to the Hub.
 - Have you created a media list.
 - Has your Unit given an Auxiliary magazine gift subscription.
 - Have you started a Press Book.

We're looking forward in seeing who will be in the running to win the most prestigious award from the Department of California, Public Relations, the Odette Cuccaro Award, which, officially recognizes a member, or Unit of the American Legion Auxiliary for outstanding Public Relations efforts that contribute significantly to the positive image of the ALA.

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