SOME P/R INFORMATION FROM TOM:

Your primary responsibility now will be to alter or maintain the image
of your Post and/or The American Legion and to communicate your
various messages to each of your many publics. Based on your own
of what your image is, you can better focus your message(s) to
achieve your goals, whether it is to garner support for a veterans
issue or convince members to support a post function. Good public
relations begins with the post commander establishing Policies and
practices that are ethical, honest and in keeping with The public
interest. Then the PR officer can take those policies and
Practices to the public for acclaim, understanding and if need be,
For clarifying any misconceptions.

Effective media relations means that you and the various media
In your area have a good working relationship.

As good citizens of your community, your post members should
Ask to be represented at various civic functions or meetings.
The post PR officer is expected to provide four basic services;

Advice and Counsel:
The PR officer should advise post officers of the impact policy
Decisions will have on the media, on the community and on
Members.

Communications Service:
The process of letting the members and the public know about
Events and policies via newsletters, speeches, news media, good
Citizenship, examples and other means.

Public Relations Research:
Identifying, evaluating and communicating information of events
To the post leaders and members who would help the post manage
Its affairs better.

Public Relations Promotion:
Development and execution of a variety of programs and activities
Designed to gain acceptance for the post among members and within
The community.

Respectfully, Tom Larsen