

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