

**DEPT. OF PENNSYLVANIA AMERICAN LEGION
MARKETING, MEDIA FUNDRAISING & COMMUNICATIONS COMMITTEE**

2020-2021 MEDIA AWARDS

I. Award Information

Department Media Awards are designed to encourage Posts, Districts and Counties to improve their Public/Media Relations activities by working with local news media. Department Media Awards are given to media for outstanding efforts covering local activities of The American Legion on a regular basis. These are not given to media for “excellence in journalism” or other reporting that does not reflect the involvement of Public Relations/Media Relations volunteers.

II. Nomination Procedures

The Department Marketing, Media & Communications Committee judge all entries submitted by a Post, District or County and select one winner in each of five categories.

- (1) Daily Newspaper
- (2) Weekly Newspaper
- (3) Radio Station
- (4) Television Station
- (5) Internet

Those selected become the Department of Pennsylvania news medium of the Year (i.e. Pennsylvania American Legion’s Radio Station of the Year).

- (a) The Post or District is allowed one media outlet per submission.
- (b) No more than one submission is permitted per category.

III. Nominee Information *(PLEASE PRINT OR TYPE)*

Indicate medium type: Daily Newspaper _____ Weekly Newspaper _____
(Must be daily paper) (Must be weekly paper)

Radio _____ Television _____ Internet Web Address _____

Name of medium: _____

Business address: _____

City/State/Zip: _____

Editor, Publisher or other Contact (& title): _____

Telephone: _____

(Continued on reverse)

IV. Documentation

Documentation must include clippings from newspapers (in some bound form, such as a scrapbook), cds & audiocassettes of radio programs, public service announcements, etc., & dvds of television productions.

- (a) Individual biographies and/or articles, which mention the American Legion, will be accepted.
- (b) No paid ads will be accepted for this award.
- (c) Daily obituaries are not acceptable. The submission may, however, include noteworthy news articles concerning the death of a prominent Legionnaire.

**Complete Submission Form, attach document and send to:
Pennsylvania American Legion PR, PO Box 2324, Harrisburg, PA 17105**

DEADLINE: MAY 22, 2021

V. American Legion Information *(PLEASE PRINT OR TYPE)*

Post, District or County making submission: _____

Address of Sponsor: _____

Marketing, Media & Communications Chairman or Legion Official:

Official's Title: _____

Signature of Legion Official: _____

Also include an explanation for the entry, why it is noteworthy and any details of the Public Relations efforts required to achieve this coverage. *(Use separate sheet if needed.)*

VI. Program Timetable

The awards program is based on American Legion program year. Entries must be published or broadcast during the period between Department Conventions.

Deadline for entries is May 22, 2021.

Entries will be judged and announced during the annual PA American Legion Department Convention in July.

Department winners will receive a plaque naming them Pennsylvania's [medium] of the Year.

Submissions, along with full documentation, must be submitted to:

***Pennsylvania American Legion
ATTN: PR DEPT.
PO Box 2324
Harrisburg, PA 17105***