



**The American Legion
Department of Pennsylvania**

Marketing, Media & Communications Award



2020 – 2021 Public Relations Volunteer Recognition Nomination

Post Name: _____ Post Number: _____

Post Public Relations Volunteer Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: () _____

Please provide a typed explanation of how the PR Volunteer participated in the development of media coverage for The American Legion issues in your area. Include dates and results of efforts. *See Rules.* (You may use a separate sheet, if desired).

Public Relations Volunteer Recognition Program RULES

Purpose: The National Marketing, Media & Communications Commission conducts a Public Relations Volunteer Recognition Program to foster active, ongoing, local media relations efforts. Community involvement designed to raise public awareness of the aims and purposes of The American Legion is essential to the long-term growth and influence of the organization. This program provides recognition to local American Legion Public Relations volunteers who conduct aggressive and successful media campaigns to meet such an ambitious objective.

Responsibility: The National Marketing, Media & Communications Commission is responsible for establishing guidelines and administering the overall program. Individual Departments of The American Legion, if electing to participate, are responsible for establishing and conducting a selection process in accordance with National program guidelines. Each participating Department may nominate one American Legion volunteer per program year.

Deadline: The Public Relations Volunteer Recognition Program is operated in conjunction with a Department's program year. ***Department submissions are due in the National Public Relations Office in Indianapolis no later than 21 days after the close of the annual Department Convention. Therefore, Department must receive submissions no later than May 22, 2021.***

Selection Process: Department Marketing, Media & Communications Committee will meet in early June to select a state winner to submit to National. The National Marketing, Media & Communications Commission Chairman will appoint a selection board from members present at the Marketing, Media & Communications Commission meeting at the annual National Convention. This selection board will evaluate all Department entries and name three winners, one from each of the three sections established for the National Conferences. The selection board may recommend no award in a region if no entries are received, or if entries do not meet the established criteria.

Award: The three individuals selected by the Marketing, Media & Communications Commission will be invited to the National Information Conference for their respective regions where they will receive an appropriate award and participate in the Marketing, Media & Communications sessions of the National Information Conferences. During the Marketing, Media & Communications session, the winner will share with other interested Public Relations volunteers tips on media relations efforts and event organization.