

Dept. of Pennsylvania American Legion

Marketing, Media, Fundraising & Communications Award

2020-2021 POST PUBLIC RELATIONS AWARD

(Put your Post scrapbook to work for you)

I. Award Information

The American Legion Department of Pennsylvania's Post Public Relations Award is presented annually to the Post that the committee judges have considered put forth the greatest effort in "getting The American Legion message out to the public."

(The Marketing, Media, Fundraising & Communications Cmte will choose ONE Department winner)

II. Post Information

Post Name _____ No. _____

Address _____

City/State/Zip _____

Hereby nominates itself for the Department's annual Post Public Relations Award. Newspaper clippings, presented in the manner set forth in the rules, are attached.

III. Rules

- A. Submissions are in effect the Post's scrapbook of its efforts during the past year.
- B. Clippings may be submitted from any newspaper mentioning the Post (by name or number).
- C. Department's "Keystone News" and the Post's own publication do not qualify. Other organization publications, such as school news, do not qualify.
- D. All clippings must be identified with the newspaper name and date of publication.
- E. Be sure the following are included:
 1. Photo clips may be included when it is clearly indicated that the Legion is involved, either by use of a Legion backdrop or by at least one individual pictured wearing his/her Legion cap.
 2. Only joint Legion and Auxiliary or joint SAL and Legion news is acceptable.
 3. Public service announcements, such as Veterans Day, Memorial Day, etc., will be credited if sponsored in whole or part by the Post.

(Continued on reverse)

F. DO NOT INCLUDE

1. Auxiliary or SAL news alone.
2. District, Department or National news unless the Post has taken the initiative to add something of local interest.
3. Advertisements for bingo, fundraisers, etc. (unless benefiting charitable or community causes).

G. Organizing Material

1. Clippings must be mounted on paper of uniform size.
2. The pages of paper must be stapled or otherwise fastened together (although a fancy scrapbook is not necessary, it is acceptable).
3. This form must be completed and attached as the first page of the submission.

Signature*

Position held in Post

*May be completed by any official of the Post or the Post Public Relations Chairman.

**Send to:
The American Legion
ATTN: PR DEPT.
PO Box 2324
Harrisburg, PA 17105-2324**

DEADLINE: MAY 22, 2021