

**AMERICAN LEGION AUXILIARY
NEWPORT HARBOR UNIT 291**

JOB DESCRIPTION: PUBLIC RELATIONS
(Updated 12/8/24)

Position: Committee

Purpose: To get the message out about

Duties and Responsibilities:

1. Attend all General Membership meetings.
2. At the start of the term, monitor the Department website for information and review the monthly bulletins.
3. Get events hosted by the ALA 291 Unit (i.e., blood drives, Children's Christmas Party, Troop Shipping, Holiday Boutique, etc.) out to ALA unit members through facebook/ALA291 website.
4. Attempt to share events to the community through radio, newspaper and other forms of media & social media to educate the community on ALA 291 activities.
5. Invite the community to events that are open to the public such as the Holiday Boutique, Memorial Day & Veterans Day events, etc.
6. Posts programs & events to Facebook that were completed by Chairmanships such as VA&R events that support Veterans & local food banks, Children & Youth events, Activities at Camp Pendelton, Christmas Tree trimming & Post events, etc.

Reference the Auxiliary Bylaws and Standing Rules. Note, these sections as they refer to the **Position**:

Bylaws:
Nothing found

Standing Rules:
Nothing found

Unit Guide Book (page 23)

Local Mission-Related Events

To help our organization recruit and retain new members, public relations is a great tool that all members can use. Publicity will go a long way to gain recognition from our communities on who we are, what we do, and why we matter, which in turn, will help with recruiting and retention efforts.

Use local media to recruit new members. Write a letter to the editor and send press releases with photos to local newspapers and radio/TV stations for publication before and after the event to gain interest. However, remember that newspaper editors and media

personnel are overwhelmed with requests, so be sure to follow up prior to your event. Just one contact will probably not attract much attention.

Publishing a letter to the editor surrounding patriotic holidays might entice a potential member to reach out and learn more about joining the American Legion Auxiliary because they want to seek details on the mission-related work the unit is doing.

Remember: If a TV station can't make it to your event, it doesn't mean they can't still help spread the word. Most local media have websites and social media and are always looking for great stories. Utilize media to help tell the story of who we are, what we do, and why we matter. Being in the public eye will help units gain members.