

Unit Publicity Book Outline:

This book will NOT be submitted to nationals as there is no contest for it; however I will give out awards for the top 3 unit submissions at the department convention.

Formatting should be:

Font Size: 12

Font: Times New Roman or Arial

Single Spaced with Space after Paragraph.

Cover Page - Up to 5 Points

- American Legion Auxiliary Emblem
- Unit Name, Number and Location
- Unit President Name
- Member(s) name who created the Publicity Book
- 2024-2025 Publicity Book

Publicity Narrative - Up to 5 Points:

Written narrative of the ways each department works to publicize the events they hold during the year. Maximum of 1 page.

- How did you use social media and newspaper/magazine/written articles to promote events to members and the community?
- Did you use the ALA's PR Toolkit to assist in public relations?
- Were ALA members branded at all events?
- Were American Legion Family brochures available at events?
- Were video conferences (Zoom, etc.) and/or newsletters used to keep members informed?
- Was the community involved in ALA events?

Book Content - Up to 10 Points:

Books should include at least 5 of the following items in chronological order:

- Newspaper articles
- Emails to radio, TV stations, etc.
- Programs of events held
- Social Media Posts
- Other items used to promote ALA

When possible, include photos of actual events.

Bonus Points can be awarded for High-Resolution Photos or Events that are unique.

Photos should be in a high-resolution format (at least 300 DPI) or sent using the high-resolution option on your smartphone. When emailing the photo, select "actual size" for attaching to the email.