

Department Public Relations Committee 2023

Public Relations is everyone's job! And one of the most public ones.

Public relations (PR) *refers to managing how others see and feel about a person, brand, or company*

Public relations is being the cheerleader and mentor for an organization, showing people who we are, what we do, and why we matter. Though there is only one person officially on the Department Public Relations Committee, we are all responsible for how our organization is perceived.

As an organization, we are always requesting that members wear their branded clothes when working the mission; however, you must also be very conscious as to how you are behaving. If someone who doesn't know you or what we stand for sees you, do they think "I want to do what they are doing" or "I've got to get out of here?" Are you being a role model? Would people want to spend time in service to the organization?

Since members nationally have been asking for more details on each of the programs, the National website American Legion Auxiliary <https://www.legion-aux.org/> now has a "how to get involved" section for each committee that has practical ideas on how to participate at the Department, District and Unit levels.

Units have different ways of working the mission based on their demographics and their area's specific needs. What makes your unit unique? Please let us know, and let your community know! One way is to write Letters to the Editor in your local newspapers. It is a simple and free way to get the word out as to upcoming events for the public or awards or other community service.

Public relations can and should be baked into everything else we do.

Many of us were raised not to brag or toot our own horns, but when you are working public relations for the ALA you are letting people know what the organization stands for and why it matters.

Jo Ann Bujarski
Department Public Relations Chairman