

PUBLIC RELATIONS APPRECIATION AWARD

OFFICIAL GUIDELINES

I. ESTABLISHMENT

In accepting the report of the Department Policy Committee (now the Internal Affairs Committee) which contained a recommendation pertaining to a request from the Department Public Relations Committee (Now the Marketing & Communications Committee), the Department Executive Committee did, on July 18, 1964, at Wausau, Wisconsin, and as amended by the Public Relations and Executive Committee on October 2, 1971, on May 5, 1990, January 20, 1995 and January 24, 1997, approve the following prescribed awards:

The Department Marketing & Communications Committee (formerly the Public Relations Committee) may annually recommend five (5) recipients for an American Legion "PUBLIC RELATIONS APPRECIATION AWARD" that the committee feels merit special recognition in the news media and "Certificates of Appreciation" to other deserving media.

II. MEDIA

The awards shall be confined to one (1) award each annually for the following:

OUTDOOR ADVERTISING	RADIO	TELEVISION
CABLE TELEVISION	PRESS	

III. RECIPIENTS

The Press, Radio, Television, Cable Television and Outdoor Advertising merit special recognition for informing the general public on the ideals and deeds of The American Legion, therefore, an American Legion "PUBLIC RELATIONS APPRECIATION AWARD" will be presented for publicizing Wisconsin American Legion programs and activities on any one or all levels of the Department (Post, County, District, Department). "Certificates of Appreciation" shall be awarded to additional media that have participated in support of The American Legion programs throughout the year.

IV. TYPE

The awards shall be appropriately lettered plaques, with the design and lettering selected by the Department Communications Committee, and the Certificate of Appreciation to be printed at nominal cost, the same to be absorbed by the Department Communications Committee budget.

V. NOMINATIONS

Award nominations are to be sent to Department Headquarters, and can be made by any Public Relations Officer, Post Commander, County Commander or District Commander within the Department of Wisconsin.

- The individual offering a nomination for the award shall be responsible for obtaining all necessary documentation and supporting evidence.
- This documentation should indicate exactly what the nominee did or provided for the good of The American Legion. This documentation should include the dates, events or descriptions of American Legion activities that the nominees provided coverage of.

- Coverage or services provided to The American Legion for a period of a full year, for example, will receive more consideration from the judges than coverage for one event.

VI. DEADLINE – MAY 1st

All nominations, fully clarified, shall be available for perusal by the Department Marketing & Communications Committee no later than **MAY 1st** for judging. The program will be based on the prior year. Judging will be done by the Department Communications Committee at the Department Spring Meetings.

VII. CONSIDERATION

All nominations received prior to the deadline date, and in proper order, shall be considered by members of the Department Communications Committee who, after reviewing same, shall cast five (5) votes by secret ballot for the selection. Only one vote cast in a specific ballot by a member of the committee present for a nominee.

VIII. PRESENTATION

Awards shall be presented at The American Legion, Department of Wisconsin Annual Department Convention to the recipients thereof, or a representative of the media selected for an award shall be invited to be present at that time. Travel, lodging and other costs will be incurred at the recipient's expense.