

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:

Digital Media	Press	Radio	Social Media	Television
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III. RECIPIENTS

Digital Media, Press, Radio, Social Media and Television 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” is 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 Marketing & Communications Committee, and the Certificate of Appreciation to be printed at nominal cost, the same to be absorbed by the Department Marketing & 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.

- Submissions must include supporting documentation (copies of articles, photos, screenshots, radio/TV transcripts etc.).

- This documentation must clearly indicate exactly what the nominee did or provided for the good of The American Legion. This documentation must include the dates, event title and descriptions of American Legion activities that the nominee covered. In the case of online social media and digital media, include screenshots of the post along with dates of the event covered and the date of the post to social/digital media. Social Media is defined as Facebook, X, Instagram etc. Digital Media is defined as online news reports, podcasts, websites etc.
- 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.
- Criteria of these awards is based on the quality/content of the coverage/services rather than the quantity of the coverage or services.
- In the write-up of the award nomination include the following information:
 - Full business name (as it should appear on the award if they win)
 - Contact name, phone number, and email for the business/organization nominated
 - Full name, phone number, email contact at the nominating Post/County/District

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 Marketing & 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 Marketing & Communications Committee. Winning submissions are based on a majority of the voting members of the Marketing & Communications Committee present.

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.