



ALA PR Chat – April 29, 2026 – Chat #5

Handout with Note-Taking Space

General Notes:

Welcome & Introductions

- PR Team Members (Natalia, Jenna, Julie, Bob - of counsel)
- Contact Info
- Visit Requests (form available online)

Notes:

Newsjacking Overview

Notes:

Newsjacking Examples

Notes:

Cybersecurity Newsjacking Scenario

Notes:

Lighthearted Newsjacking Scenario

Notes:

Should You Newsjack?

Notes:

How to Newsjack – Guide

Notes:

Poppy Day Overview

Notes:

Poppy Chair Guest – Kathy Grom

Notes:

Special Guest – TAL Vice Commander, Larry Larson

Notes:

Poppy Resources & Tools

Notes:

Maximizing Social Media

- Showcase community service.
- Spotlight members.
- Promote programs and events.
- Share veteran resources.
- Honor patriotic holidays.
- Partner with local organizations.
- Encourage interaction.
- Use consistent branding.
- Create short-form video.
- Celebrate achievements.

Notes:

7 Ways to Strengthen Story

Notes:

March Social Media Ideas

May 4 – Star Wars Day aka May the Fourth Be with You

May 5 – Lemonade Day

May 13 – National Apple Pie Day

May 15 – International Day of the Family

May 26 – National Blueberry Pie

May 28 – National Hamburger Day

Notes:

Feedback

What information was new to you?

What was your top takeaway?

What topics would you like to learn more about?

Notes:

Next Session – THIS WAS THE LAST ONE!

On behalf of the American Legion Auxiliary – Department of WI Public Relations Committee, we would like to extend our heartfelt thanks to each of you for attending our ZOOM chats. Your engagement means a great deal to us, and we are truly grateful for the opportunity to share and learn together. *We hope to see you at the convention on July 15-19, 2026, in Appleton.*