

AMERICAN LEGION AUXILIARY DEPARTMENT OF WISCONSIN CHAIRMAN AND COMMITTEE MEMBER'S JOB DESCRIPTION

PROGRAM: Public Relations Chairman

PURPOSE OF THIS CHAIRMANSHIP: To promote, publicize, and re-educate the general public and our members about our core program values of serving veterans and their families.

TERM OF APPOINTMENT: One year

REPORTS TO: Department President, Central Division Chairman, National Chairman

RESPONSIBILITIES:

1. General knowledge of the Department Constitution and Bylaws, Standing Rules, the Redbook, and the Unit Handbook. Specific knowledge of these as they apply to this program.
2. Be familiar with the National website, especially as it pertains to this program.
3. Read and understand the National Program Engagement Plan for this program.
4. Develop a department Program Engagement Plan for this program based on national guidelines.
5. Write articles for the *Wisconsin* publication and bi-monthly unit mailings as scheduled by Department Headquarters. Articles should highlight a unique idea or project, if possible, to inspire units and members to try something new to support the program.
6. Promote this program with all 12 District Presidents and the District Program Chairmen, if applicable. Send an email with the link to current Wisconsin Program Engagement Plan and related articles or bulletins to engage and involve district members in this program's activities.
7. Give program presentations at Unit, County and District meetings as requested.
8. Be prompt in response to Department Headquarters requests. Meet all deadlines.
9. Email is the preferred form of communication. Please have a current email address on file at Department that is checked regularly.
10. Be available and responsive to units and members program questions.
11. Reports: Prepare and submit the following:
 - Annual Reports and Contest Entries to the Central Division Chairman (if requested), National Chairman, Department President, Department Secretary and Department Historian. Include pictures.
 - Article for the Convention yearbook
 - Convention floor (Platform Remarks), if requested. Submit pictures for the PowerPoint presentation.
12. Attend Department Executive Board meeting at convention.
13. Take pictures at Department Convention for *Wisconsin* publication and department website.
14. All chairmen must turn over all materials from their program to the incoming chairman at Convention unless other arrangements are made in advance.

SPECIFIC RESPONSIBILITIES FOR THIS PROGRAM:

1. Promote a positive image of the American Legion Auxiliary, its mission and goals, through a variety of materials and resources available to Units online.
2. Promote the free ALA e-News and emphasize increased member subscriptions.
3. Promote the use of social networking sites such as Facebook and Twitter to promote unit events.
4. Encourage units to create new websites or improve existing ones.
5. Promote constant and consistent electronic communications, such as bulletins, newsletters, social networking sites and resource information.
6. Encourage units to work with the media to promote Auxiliary programs.
7. Supervise and assist Public Relations Committee Members to ensure pictures are taken at all possible Auxiliary functions and assembled into an album for presentation to the Department President at state convention.
8. Encourage Units to submit press releases to major newspapers regarding Department activities, such as National President visiting, Department President attending events, award ceremonies, etc.
9. Develop talking points that units can use for speeches and news releases for Auxiliary events and veteran-related days as appropriate.
10. Encourage units to participate in national contests.
11. Contact the 12 District Public Relations chairmen and encourage them to become more active in promoting the Auxiliary in their areas.

FINANCE AND BUDGET:

Budget for Fiscal Year Ending 5/31/2024: \$50.00

1. An itemized bill is required for any and all expenses to be reimbursed by Department. Prior approval by the Department President and the Finance Committee is required for any expense that will exceed the budget.
2. Submit all allowable expenses incurred for this program by May 15th.
3. If a chairman wishes to donate expenses, proper accounting of the costs of this program must be submitted as outlined in number one above to provide the Finance Committee a true accounting of the costs of the program.
4. Review this program by March 1st to determine if funds allocated for general expenses and/or awards meet the requirements or if adjustments should be made for the next fiscal year. Submit recommendation to the Department Executive Secretary-Treasurer.

MEASUREMENTS FOR SUCCESS:

- Increase in number of units reporting activity in this program
- Increase in number of Press Releases published
- Increase in number of units reporting new websites
- Increase in number of units and members using social media sites
- 100% Unit Reporting