



Department of California
Public Relations
September 2021 Bulletin

Public Relations is about PUBLICITY and what better way to attract Publicity for our Unit's and District's than with a newsletter. Does your Unit or District have a newsletter? A newsletter builds relationships and maintains regular contact with our members. A newsletter contains important news and updates of Post, Auxiliary, and Son's activities, dinners and events. A newsletter can be either digital or printed, the digital age has taken the world by storm, but others still enjoy the printed material, you choose what's best for your members and the budget you have to work with. Newsletters can be interesting as well as rewarding. Newsletters are like an invitation to our members and communities; newsletters are a successful Public Relations media strategy. Please try to find some time to go on to <https://www.legion-aux.org> and read "[How to Improve your Unit's Newsletter](#)" and remember you can also link your newsletter to your Unit's or District's website.

Here are a few of ideas that could help you with your Public Relations Chairmanship,

- Give an Auxiliary magazine gift subscription to your local library and doctors' offices
- Distribute Ala brochures in your communities, libraries, city events, or medical facilities
- You can print your own ALA brochures online from the PR/Marketing Resources section at www.ALAforVeterans.org.

September would be a good time for District Chairman to communicate with your Unit Chairman, either by letters or emails introducing yourself letting them know your plans and asking for their help especially with our Public Relations Proclamation project with VA&R.

Serving our Veterans,
Department of California Public Relations Chairman
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