



Department of California  
Public Relations  
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Happy wonderful 2022 New Year!

The New Year brings in new adventures and new opportunities so let's first start out with reminding ourselves of Public Relations basics. What is Public Relations? Public Relations requires that we relate to the public in various manners. What is the Public? And how do we relate to it? Some forms of the public require our attention as Public Relations Chairman which include:

- Our members
- The Media
- Local and National elected Official and decision-makers
- Citizens of our communities

Public Relations is mostly about image and every member of the ALA plays a role in communicating our image to the public in which we relate. The positive and negative things seen and heard at every level of the organization affect people's perceptions of what the ALA is and what we stand for. Perception is reality for most people.

The knowledge and reputation of a name are two of the greatest assets of any organization, in advertising terms, it's called Branding. Just remember that your perception will be different than everyone else's because your image of an organization is based on your experience and knowledge. An organization's image is based on the character, integrity, and total performance of the organization. It consists of every contact the organization has with its various publics.

Serving our Veterans,  
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