

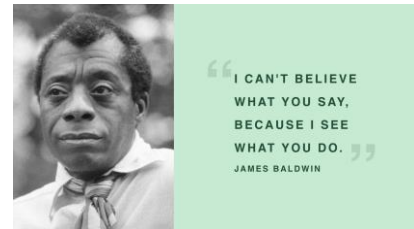


# Public Relations Insider Western Division

## PUBLIC RELATIONS AND YOUR IMAGE

Your image is as important as branding. What you wear is extremely important, it is the first impression you give when you are wearing branded clothing. There are other impressions that are just as or even more important. Your attitude, how you speak and what you do can mean the most when encountering members and the public.

Let's start with our attitude. A positive attitude is a great image. Having a nice and kind attitude is always best practice. We are members of one of the oldest civilian patriotic organizations and our goal with Public Relations is to promote who we are and what we do. The way we present ourselves to others can make or break us, most importantly with membership growth or lack thereof. How many times have you witnessed or heard about losing a potential member due to a poor attitude from a member? By always having a good attitude, we could increase our chances to increase our membership. In life and as members of this organization, we certainly should always promote positivity and a good attitude. People will always remember how you made them feel.



## WATCH WHAT YOU DO, NOT ONLY WHAT YOU SAY!

You know what they say, "you attract more bees with honey than vinegar". This is a proverb that means that it is better to be kind and gentle than to be harsh and aggressive. The saying is often used to encourage people to be more positive and less confrontational in their interactions with others.

**Contact information:**  
**Anita Biggs**  
**Western Division Chairman**  
**Public Relations Committee**  
[acjbiggs@aol.com](mailto:acjbiggs@aol.com)  
or  
[abiggs@oneunited.com](mailto:abiggs@oneunited.com)  
323-547-3729

**Feel free to contact me for  
more information or any  
questions.**

Our image should not only include wearing branded clothing, but should also include knowing our surroundings and the company we keep while wearing our brand. We want to show a positive environment to encourage potential members and how we are perceived by the public. Our appearance should be appealing and neat. It is not classy holding alcoholic beverages while being photographed or interviewed. We want the public to know that we are serious about our dedication and concern for the nation's veterans, active-duty military, their families and our communities.

It is extremely important to maintain a positive, uplifting and encouraging image on all platforms of social media. We should share information that is pertinent to our programs. We must steer clear of political debates and negative pronouncements on ALA platforms. We are a non-denominational organization, inclusive and open for all religious beliefs to those who are eligible.

What we say, how we say it and our behavior is important when it comes to what we want to express in Public Relations and to the public. We are taught to relate the "Who, What, When, Where, Why and How" Rule to everything we do when it comes to PR. We should also be mindful of the same "rules" as it applies to protecting our brand and our image.

For more information and tips on our branding, positive image, templates and other resources, please visit our insightful website.

<https://member.legion-aux.org/member/committees/public-relations>



Don't forget our next Zoom!  
See the information below.



**TEAM PUBLIC RELATIONS ZOOM**  
**MARK YOUR CALENDAR**

**WHEN:** Monday, April 8, 2024

**TIME:** 7pm EST

**WHO:** National PR Committee; Department PR Chairmen; and  
Department Presidents (please do not substitute without  
a request to National PR Chairman and Vice Chairman)

**REGISTRATION:** Sent later in March 2024 via email

**TOPICS:** Awards and if you have something you would like  
discussed, send your request to your Division Chairman