

Veterans of Foreign Wars

Department of Washington

Public Relations and Publications Programs

We exist to serve Veterans. In that regard we must project a positive image to the public at large. This must be done to maximize our exposure for:

- *Veterans and their awareness of our programs
- *The public for their help, support and goodwill
- *Our elected representatives at every level for their support to enact and enforce laws affecting Veterans' issues, problems and ongoing entitlements

All District and Post Officers must ensure that their words and conduct reflect a positive image and official doctrine as enunciated by national and state directives and publications. Whether making a statement through personal initiative or if asked by journalists or the public, one must be aware of the effect of one's words and conduct. When in doubt, defer to Department personnel. You are an "official" representative of the Veterans of Foreign Wars when identified as a member of the VFW.

In an effort to improve communications with the public, the following is recommended:

- *Establish a Public Relations officer at the District and Post levels
- *Promote Post/District events through public service releases to local newspapers, radio/TV announcements, and community organizations, e.g., churches, service clubs, senior centers
- *Be sure to make use of Patriotic holidays for Post events and to visit schools and distribute Buddy Poppies in the community
- *Join with other neighborhood groups to sponsor causes, e.g., child awareness, "get out the vote", neighborhood watch

- *Visit hospitals, nursing homes, etc. in VFW attire to encourage veterans and others who are recovering, ill or shut-in

Media Exposure

Members and others are encouraged to submit **articles** which are positive and patriotic and serve to increase community awareness of the VFW and its programs in both the print and electronic media.

Public Relations activities should be reported by the originating member/post to the Chairman as follows:

*Articles that highlight the VFW in a positive way, especially with a visually attractive layout or picture, may be submitted as published or cut out.

*Electronic publicity such as TV commercials or news broadcasts and internet website, blog, etc. may be reported on in a way that can be verified

Awards: Those entries judged the most outstanding will receive a plaque for First Place and a framed certificate for Second and Third place to be awarded at the State Convention in June. The deadline for submission is 30 April.

Publications Contest

Newsletter of the Year

In accordance with the National VFW Newsletter of the (Calendar) Year program the Department of Washington provides instructions and guidelines through which each Post and District may submit their ongoing Newsletters for evaluation and possible awards. The winning Posts and Districts will be honored at the State Convention in June of the VFW year. Specific information is provided further herein.