

# **PUBLIC RELATIONS/PUBLICATIONS CONTEST**

**Chairman: James R. Rowoldt**  
**1510 J St, Ste 110**  
**Sacramento, CA 95814**  
**(916) 449-8850**  
**E-mail: rowoldt@vfwca.org**

We are here 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 for their awareness of our programs
- ❖ The public for their help, support and goodwill
- ❖ Our elected representatives at every level for their legislative response to 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 effects of one's words and conduct. When in doubt, refer to Department personnel. You are an official representative of the VFW when identified as an officer of the VFW.

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

- ❖ Establish a public relations officer and/or committee at the District and Post levels
- ❖ Schedule periodic news releases in advance of patriotic holidays
- ❖ Promote Post/District events through public service announcements (radio/TV) and community organizations, e.g., churches, clubs
- ❖ Join with other neighborhood groups to sponsor local events
- ❖ Visit schools, hospitals, nursing homes, etc. VFW attire to encourage veterans and others who are ill or incapacitated

## **HOW TO REPORT**

All activities should be reported on-line via the Department website under **Community Service** at <http://www.vfwca.org/membertools/programform12rpt.html> or by submitting a report (Form-12) to the Department Chairman.

***Important!*** – To qualify for awards a Post must send a copy of the program reporting (Form 12) to the Department Chairman with all applicable attachments.

## **AWARDS**

Awards will be presented as follows unless otherwise noted elsewhere in this guide:

- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> overall (Post & District) will be awarded a plaque, based on Chairman Recommendation.

### **Publications Contest:**

If your Post or District has a Newsletter and you would like to submit it for the Publication Contest please forward a copy of three (3) issues to the Department Headquarters so that they will be available for judging.

All Publications for judging must be in to Department Headquarters by February 1, 2010. All issues published between January 1, 2009 and December 31, 2009, are eligible. Judging will be based on news contents, layout and graphics; and general excellence.

Judging will be categorized by the circulation of the District or post they represent. For the Publication Contest, District and Posts will be defined as:

#### **District**

- ❖ Large (9,000 or more)
- ❖ Medium (3,000-8,999)
- ❖ Small (2,999 or less)

#### **Posts**

- ❖ Large (750 or more)
- ❖ Medium (250 – 749)
- ❖ Small (249 or less)

Awards will be presented in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place for each category. All national entries must place first in Department-level contests and be forwarded to the Publications Department at National by the State Adjutant/Quartermaster.

### **Web Site Contest:**

The Department Public Relations Chairman and Committee will select the best Post and District Website from any entries submitted to the Department for consideration. The winners will be presented plaques at the State Convention.