

What can the Media do for You?

How I learned to stop worrying and Love PR

media@michiganlegion.org

- If it is important for me to know/use it can be emailed
- Be specific be direct
- Identify yourself in the body- Hey Jim, This Is Bob Smith
- Attach information don't write it in the body if not from your phone

WHAT DO I NEED FROM YOU?

- Articles for the Legionnaire- Can be 3-5 Paragraphs is fine
 - 1 greeting(Hi, it is - Fall Spring April right after convention) things are happening in the _____ District/Zone/part of the state.
 - 2 re-cap district meetings, visits, or events
 - 3 repeat #2 as necessary
 - 4 look to the future, what's coming up and invite all Veterans to join in
- Picturers of your travels/ business “Me with the Bob Smith Post 200 Commander.”

ALWAYS WRITTEN IN A WORD DOC, GOOGLE DOC OR PDF

Articles are Due
2nd Friday of **EVERY** month for the following month

| <u>District</u> | <u>Months</u> |
|-----------------|----------------------------|
| 1, 4, 7, 10, 16 | Jan, April, July, October |
| 2, 5, 8, 11, 18 | Feb, May, Aug, November |
| 3, 6, 9, 12, 19 | March, Jun, Sept, December |

- ZONE 1: January, June, Nov
- ZONE 2: February, July, Nov
- ZONE 3: March, August, Nov
- ZONE 4: April, September, Dec
- ZONE 5: May, October, Dec

Committees-If you Meet, Report. If you are going to meet soon
invite

Everyone should contribute to the Paper

- Take pictures- Where Branding/Logos hats shirts
 - Always Identify Everyone in the picture from Left to Right
 - “Me” is not a name
 - Don’t take large group pics (more than 8) if you want to identify anyone
 - Large shots are great but identify the group (Eastern Elementary’s fifth grade class)

Why Social Media

- Instantly “SHOUTS” your message-Think “Town Cryer”
- “Media is the Message” (Marshal McClewen) the more people you tell the more important your message is
- Becomes an Expert in the subject matter
- Relavence vs. Algorithms
- Communicates to the proper audience- “Fish where there is Fish”
- Shows an interest in the Younger Veteran who *NEEDS* the AL-Be The One!

Facebook VS Websites

- Websites keep your long term goals and information- LONG FORM
- Facebook promotes what your Post/District/Zone is doing or did uses FOMO to drive interest
- You should have a District and Zone Facebook that follows “ONLY” the Posts in your District/Zone
 - Allows you to repost for your Members
 - Request Likes and Follows from members and MEDIA OUTLETS
 - QR Codes are your Friend.



Technology

- Why Go Out - when I can get it at home?
 - WiFi
 - NFL Streaming/Cable
 - Work Center
 - Video Games - Have Tournament
 - Desktop, Laptop, Tablet, Cell Phone, Webcam
 - VR Units
 - What's Next?????
 - Shows you are invested in the future
 - Don't Show preference to the Past or Present
 - Never allow perfect to be an enemy of better.
- Technology will keep you moving Forward Water either moes or Stagnates.

Technology

**Technology will keep you moving
Forward**

Water either Moves or Stagnates.