



2011-2012

# PUBLIC RELATIONS PROGRAM



## Dale Carstens

Director

1306 Indiana Avenue  
Pontiac, Illinois 61764-1208  
Telephone: Cell (815) 842-1486  
Email: dale1306@hotmail.com

Post 886-7



To submit your Public Relations Report online, please fill out the form on the VFWIL.ORG web page. INSTEAD OF submitting online you **MAY** print a blank form, fill it in, and mail it to our State Headquarters, or to my listed address. Points will be accumulated with a total of 300 needed to receive credit on the X-sheet. Here are some examples; Newspaper articles with post number listed is worth 100 pts, - Paid Ads 125 pts, - Printed picture in Newspaper 150 pts. More samples are listed on the Public Relations Report Form. As the State Commander and/or his Staff travel throughout the State, we ask that you get media coverage for his local visits. Also please contact me with the media contact information in your community so that we can make personal contact with them. This Program ends on April 30, 2012. Post Awards will be awarded to the Post for the highest points claimed (and verified) for the year at the State Convention. The Awards will be presented in three categories

CATEGORY I – Up to 150	\$50.00 Cash
CATEGORY II – 151 to 300	\$50.00 Cash
CATEGORY III – 301 & Up	\$50.00 Cash

*“We Continue to Serve”*

### **“Public Relations” – Definition:**

**The business of inducing the public to have understanding for and goodwill toward a person, firm, or institution; Also: the degree of understanding and goodwill achieved.**

**Media Relations** – Relating with communications media in seeking publicity or responding to their interest in an organization. Does your local TV, radio station, or newspaper cover your community Service activities?

**Publicity** – Disseminating planned messages through selected media without payment to further an organizations interest.

**Community Relations** – Continuing, planned and active participation with and within a community to maintain and enhance its environment to the benefit of both the Veterans of Foreign Wars and the community.

**Public Affairs** – Developing effective involvement in public policy, and helping an organization adapt to public expectations; also. Term used by military services and some government agencies to describe their public relations activities.

**REMEMBER, DO NOT MAIL A PAPER REPORT IF YOU SUBMIT ONLINE**

**VFW of Illinois  
Online Public Relations Reporting**

To submit your Public Relations Report online, please fill out this form. DO NOT MAIL a paper report if you submit online. INSTEAD OF submitting online you MAY print this blank form, fill it in, and mail it.

After you have filled in all the fields that are required (required information is shown in red), and filled out all your information, click on the Submit button at the bottom. The X-Sheets database will be updated, and an email will be generated for the state to use for verification of your submission. **Keep in mind that you will not actually see an "X" on your X-Sheet under Public Relations until such time as you have submitted reports totaling 300 points or more.**

<b>District</b>	<input type="text"/>	<b>Post Number</b>	<input type="text"/>	<b>Reporting Date (mm/dd/yy)</b>	<b>Month (1-12)</b>
	<input type="text"/>	<b>Day (1-31)</b>	<input type="text"/>	<b>Year</b>	<input type="text"/>
<b>Prepared by</b>	<input type="text"/>		<b>Title</b>	<input type="text"/>	
<b>Phone</b>	<input type="text"/>	<b>Fax</b>	<input type="text"/>	<b>Email Address</b>	<input type="text"/>

Description	Criteria	Number of Articles	Point Value per Article	Points Claimed
Fill in the left column, then click on the Calculate button to have the 'Points Claimed' column calculated for you.				
Newspaper Articles	Each Article w/Post Number	<input type="text"/>	100 pts	<input type="text"/>
Paid Ads	Each Ad	<input type="text"/>	125 pts	<input type="text"/>
Printed Picture in Newspaper	Each Picture with Post Number	<input type="text"/>	150 pts	<input type="text"/>
Post Publications	Per Publication	<input type="text"/>	50 pts	<input type="text"/>
Speaking Engagements	Per Speech	<input type="text"/>	175 pts	<input type="text"/>
Radio**	Per Minute of Paid Time	<input type="text"/>	200 pts	<input type="text"/>
Television**	Per Minute of Paid Time	<input type="text"/>	300 pts	<input type="text"/>
Website Number**	ONE TIME CREDIT	<input type="text"/>	100 pts	<input type="text"/>
Membership Resulting from Website**	Each New/Reinstated Member	<input type="text"/>	25 pts	<input type="text"/>
<b>TOTAL ---&gt;</b>				<input type="text"/>

<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------