The National American Legion Press Association (NALPA) is an association of editors, writers, business managers, historians, Public Relations officers and staff personnel who are members of The American Legion, Sons of The American Legion, American Legion Auxiliary and other subsidiary organizations.

Founded in 1923 as an adjunct to the Legion's early publications committee, NALPA was established to facilitate communications, from the national organization to the post level, within The American Legion. Through a network of active members, NALPA fulfills the mission by encouraging idea exchanges among members; promoting the development of local communications; advancing training through information dissemination; enhancing professional development; promoting the Legion's goals; and acting as a voice of the association's membership.

We like to think of NALPA as the image-makers of The American Legion, and we strive to let people know what The American Legion is – especially on the post level.

NALPA is a professional association of Legion Public Relations officers, editors and staff members of publications who come together to enhance their trades. Through local publications, NALPA encourages posts and departments to promote The American Legion objectives to the membership. All members hear about the national agenda from National Headquarters' publications and mailings, but many don’t always know what is happening in their own back yards. A well-done post newsletter bridges that gap.

We have found that posts with newsletters have a more active membership that is greater in numbers. When people get that post information in their hands, they know what is going on in their area and can share it with potential members, as well as take action to make a difference for veterans and their families.

Post newsletters also assist older veterans who can’t get out much. This might be the only communication they have with the post. They, like everyone else, deserve to be informed about what is going on.

NALPA’s association with the National Public Relations Division and *The American Legion Magazine*, has made it easier for the average NALPA Legionnaire to keep up-to-date on the happenings of The American Legion if he or she is a NALPA member. In recent years, belonging to NALPA has created extra perks through the national organization. *The American Legion Magazine* and *The Dispatch* publications are offered to NALPA members at a cost of only $6. That's a saving of $9 off the annual subscription rate. This is especially beneficial to members of the Auxiliary and Sons of The American Legion who belong to NALPA.

NALPA conducts an annual “Best Papers” contest with categories for the best competing publications in The American Legion, American Legion Auxiliary, Sons of The American Legion and other affiliated organizations.
The annual “Best Papers” competition provides NALPA with an avenue to recognize local publications that go the extra mile to inform their members. The competition is open to publications of all sizes. Awards are given in various categories, including editorial, typeset and tabloid. Competition categories are:

1. **TABLOID**
   Typeset, printed tabloid-sized newspaper of four or more pages. Winners in each subcategory will receive the Mary B. Howard Plaque.
   - A. Department Publications
   - B. All Other Publications

2. **TYPESET**
   Typeset, letterpress or offset publication (other than tabloid) of one or more sheets/pages. Winners in each subcategory will receive the Emerson O. Mann Plaque.
   - A. Department Publications
   - B. All Other Publications

3. **SINGLE SHEET**
   Photocopy publication from typewriter or word processor copy of one sheet, or both sides. May include preprinted “shells” for masthead or cover. Winner in each subcategory will receive the Al Weinburg Plaque.
   - A. Department Publications
   - B. All Other Publications

4. **MULTIPLE SHEET**
   Photocopy publication from typewritten or word processor copy of two or more sheets/pages. May include preprinted “shells” for masthead or cover. Winners in each subcategory will receive the Jack R. C. Cann Plaque.
   - A. Department Publications
   - B. All Other Publications

5. **COMPUTER GENERATED**
   Offset or photocopy publication of one or more pages from computer generated copy. May include preprinted “shells” for masthead or cover. Winner in each subcategory will receive the George W. Hooten Plaque.
   - A. Department Publications
   - B. All Other Publications

6. **EDITORIAL**
   Must have appeared originally in an American Legion or member publication within the contest year. Winner in each subcategory will receive the William E. Rominger Plaque.
   - A. Department Publications
   - B. All Other Publications

Papers and editorials submitted must have been published between May 1 and April 30 of the contest year.

Editorials are judged on headline and lead arousal of interest; clear, concise and imaginative writing; research and grasp of subject; and timely and appropriate objectives suitable to publication.

Awards are presented at the annual NALPA Banquet in the National Convention city just prior to the formal convention sessions.
Department Press Associations

A department press association is just as vital and necessary as the department itself in the set-up of The American Legion organization.

A department press association can tie all its papers together for the purpose of mutual helpfulness. It can encourage its editors to exchange papers. It can supervise existing publications to help improve effectiveness. It can carry on an active campaign, post by post, to create new publications. It can publish its own monthly newsletter, designed to help post publications through suggested material, suggested editorials, and by calling attention to various programs and events that posts should publish. It should spearhead the yearly Legion membership drive by seeing that all its post publications use all printed methods to stimulate these drives.

A department press association is a subsidiary of the National American Legion Public Association (NALPA), and wherever possible, collects national dues at the same time it collects department dues. NALPA dues are sent to: The American Legion Public Relations Division, P.O. Box 1055, Indianapolis, IN 46206. Include with your check a transmittal list of names and addresses of those covered by the payment. NALPA membership cards will be mailed at the close of the National Convention.

It is suggested that a department press association meet at least twice a year: the department convention and Mid-Winter Conference are considered the best times. A Public Relations and Publicity Workshop should be conducted at each meeting.

A department press association can make yearly awards to the best publications as an incentive to increase effectiveness, as well as an award for a job well done. The suggested time to make these awards is at the annual meeting in conjunction with the department convention.

It is suggested that the close of the fiscal year for a department press association be at the time of the annual department convention. Yearly reports should be made at this time, and officers should be elected for the coming year. The president should appoint a nominating committee and an auditing committee at least two months prior to the annual meeting.

A department press association can be organized even though only two or three post publications are in the department. The prime purpose of a department press association is the creation of new post publications.

Increased membership is needed to carry on programs and ensure the future of The American Legion. The lion's load of work is often left to a loyal few. We need a rebirth of ideals and ideas. Department press associations, with initiative and determination, can lead the way to a greater American Legion that will more effectively represent the majority of America's veterans.

Twenty-one departments now enjoy the presence and assistance of NALPA. Each of these associations takes on a local name to reflect the department's overall image. For example, the New York department has the name, “New York State Legion Press Association (NYSLPA)”.
If you have a desire to become an “image-maker” for The American Legion, or if your department is interested in starting an association, refer to the National American Legion Press Association Web site at www.legion.nalpa.org.

Or write to: George W. Hooten, Executive Director
P. O. Box 1184
Decatur, GA 30031-1184
geonalpa@mindspring.com

On the following pages are examples of clip art available on The American Legion Web site or in camera-ready slicks from the Public Relations Office in Indianapolis.
The American Legion, National Public Relations Division, 317/630-1253; E-mail: pr@legion.org

Enroll in the Veterans Media Databank online at <www.legion.org>. Make yourself available to journalists seeking a veterans voice.

Enroll in the Veterans Media Databank online at <www.legion.org>. Make yourself available to journalists seeking a veterans voice.

“to preserve the memories and incidents of our associations in the Great Wars.”

Tell Your Story

Enroll in the Veterans Media Databank online at <www.legion.org>. Make yourself available to journalists seeking a veterans voice.
Another reason to renew...

The American Legion National Emergency Fund sends cash grants to our Legion family in time of dire need.

You never know when...

"...our devotion to mutual helpfulness."
Send your donation today to The American Legion National Emergency Fund, P.O. Box 6141, Indianapolis, IN 46206

The National Emergency Fund:
One reason to renew or join
The American Legion
There's strength in Numbers
Renew Your Membership!!!

Legionnaire
You served your country in the U.S. armed forces. America still needs your service. Get involved in your post's programs.
The American Legion
"Still Serving America!"
Scouting
An American Legion tradition since 1919

Get involved in your Local Post
American Legion Scouting unit

Get hooked on Scouting
An American Legion tradition since 1919
The American Legion, National Public Relations Division, 317/630-1253; E-mail: pr@legion.org

Make Your Voice Heard

All veterans deserve access to VA health care. Remind your elected leaders in Congress to support the GI Bill of Health.

Make Your Voice Heard for Old Glory

Tell your members of Congress to vote in favor of a constitutional amendment that will return to “We the People” the right to protect the U.S. flag from acts of physical desecration.

E-mail your senators and representatives free online: www.legion.org
The American Legion salutes women veterans.

Women who serve today should be "Still Serving America" with us.

The American Legion salutes the men and women of the armed forces, and invites them to join.

The men and women of Post

Call:

The men and women of The American Legion salute and welcome into our ranks America's activated Guard and Reserve troops.
Another Good Reason

To Re-new Your Membership!

How Many Members Have YOU Signed Up Today?

Have You Talked To A Veteran About The American Legion?
All across our nation, American Legion Baseball is a hit.

Baseball Season: A Time For American Legion Baseball

Play Ball!
American Legion Baseball is a hit! Support your local team.

Support American Legion Baseball
Fly your flag daily!
Urge Your Members of Congress to Support
A Flag-Protection Constitutional Amendment.

February
Americanism Month

Americanism...
advocating the people’s right to protect Old Glory.
Visit The American Legion on the World Wide Web
www.legion.org

Visit The American Legion on the World Wide Web
www.legion.org

Mark Our Homepage

www.legion.org

The American Legion on the World Wide Web
Now, you can e-mail your members of Congress free via the Web site.
"To uphold and defend the Constitution of the United States of America..."

— Preamble, Constitution of The American Legion

Tell your elected leaders in Congress to uphold the values we protect by “Still Serving America” in our local posts.

Make Your Voice Heard

Remind your elected leaders in Congress to support a strong national defense.
Another Good Reason
To Re-new Your Membership!

ANOTHER Good Reason
To Re-new Your Membership!

Another Good Reason
To Re-new Your Membership!

ANOTHER Good Reason
To Re-new Your Membership!
Have You Signed Up For The American Legion Extension Institute?

You’ll Be Glad You’re A Grad!

Sign Up For The American Legion Extension Institute TODAY!

Sign Up TODAY!

The American Legion Extension Institute
... our best and brightest

The National High School Oratorical Contest

“to foster and perpetuate a one hundred percent Americanism...”
— Preamble, Constitution of The American Legion

The National High School Oratorical Contest

April 17-18, 1999
Indianapolis
Follow the results online at www.legion.org

The American Legion National High School Oratorical Contest

The American Legion National High School Oratorical Contest
Ready, Aim...

Junior Shooting Sports:
It's real a blast!

A Big Shot

... for awards and scholarships by participating in
The American Legion Junior Shooting Sports program

The American Legion
Junior Shooting Sports

Our community's real "big shots" compete in
The American Legion Junior Shooting Sports.