

Training Tuesday – March 29, 2022
Public Relations Toolkit Q & A Summary

Question: Where can I download the Public Relations Toolkit?

Answer: It is available via the webpage for viewing and download at:
<https://www.legion.org/publications/160968/public-relations-toolkit>

Question: Are there hard copies available?

Answer: Yes, a limited number of hard copies are available. You may request them by emailing us at: PublicRelationsMailbox@legion.org

Question: How do I get permission to use The American Legion name, brand mark, or emblem?

Answer: You may download the permission form at: <https://www.legion.org/emblem>.

Question: Are there guidelines and verbiage suggestions available?

Answer: Yes! Templates for press releases, media advisories, radio scripts, and proclamations are available starting on page 61. They are designed for posts to fill in their contacts, dates, times, and any other necessary information.

Question: Where can posts share stories about their events and successes?

Answer: The Legiontown website contains inspirational stories submitted from individual legionnaires on a variety of topics. Posts can share their success stories there as well at: <http://www.legiontown.org>

Do you have a question not listed here?

You can email: PublicRelationsMailbox@legion.org

Contact Number: 1-317-630-1272