Six steps to engaging your local media

Henry Howard - Deputy Director of Media & Communications
STEP 1

Get personal

• Foster relationships with editors, reporters, producers, etc.

• Learn how to help them help you
STEP 2

Promote your events

• Early and often

• Media release vs. media advisory

• Why do I care?

• Double and triple check information

• Follow up
STEP 3

Make it local

• Why

• How

Original National Press Release

Legion chief says budget shortfall can't stand in the way of veteran care.

American Legion National Commander Denise H. Rohan expressed frustration over testimony Thursday on Capitol Hill that the Veterans Health Administration is facing a $2.5 billion budget shortfall this fiscal year. At the same time, Rohan reiterated the position of the nation's largest veterans service organization, that outsourcing is not a long-term solution.

"Veterans need the Department of Veterans Affairs, and The American Legion expects VA to provide quality health care in a timely manner to those who served our nation in uniform and earned that benefit," Rohan said. "This budget shortfall, which can be attributed to higher-than-expected patient demand and increased resources to attempt to meet it, cannot prevent veterans from getting the care they need when they need it, regardless where we are in the budget cycle. VA is going through its biggest adjustment since the troops came home from World War II. As VA, the administration and The American Legion did then, we must all work together to find long-term solutions."

For more information, please visit www.legion.org.

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Contact:
• John Raughter, 317-630-1350, jraughter@legion.org

Localized Press Release

Local American Legion post provides assistance to veterans amid VA issues

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In Yourcity, American Legion Post 123 Commander John Smith said a post service officer is available to assist local veterans who are struggling to get their benefits from VA.

"We provide free consultations and resources for any veterans - not just American Legion members - so that they can receive the benefits they have earned through service for their nation," Smith said. Interested veterans may call the post at 123-456-7890 or stop by 123 Main St. to learn more.

For more information, please visit www.legion.org and www.yourpostwebsite.org.

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Contact:
• John Smith, 123-456-7890, commander@legionpost.org
STEP 4

Get social

• Follow media outlets on social media
• Engage and tag them on social media
• Praise publicly, scold secretly
STEP 5

Follow Up

- Why
- How
STEP 6

Join NALPA

- Why
- Resources
- Awards

www.legion.org/nalpa
Thank you