

# THE AMERICAN LEGION MEDIA ALLIANCE



## Join TALMA today

The American Legion Media Alliance (TALMA) launched in April 2020. TALMA, which is open to all members of the American Legion Family, is overseen by the Legion's Media & Communications Commission. Here are some key questions and answers about TALMA:

### **Question: Who should join TALMA?**

**Answer:** TALMA is recommended for all American Legion Family members who handle newsletters, websites, social media, public relations, and other forms of print and digital communications at the post, district or department level.

### **Question: What are the benefits of membership?**

**Answer:** The benefits include the resources, training and solutions necessary to successfully promote your post, its activities and Legion initiatives on the local level. These include, but are not limited to, monthly virtual training, resources from national headquarters, a private Facebook group and more. See the other side for more details about the benefits.

### **Question: How do I join? How much does it cost?**

**Answer:** Visit [legion.org/talma/join](https://legion.org/talma/join) or scan the QR code on the back. Annual membership dues are \$15 per year. The membership year begins on Sept. 1.

For more information, visit

 [legion.org/talma](https://legion.org/talma) or  
email [talma@legion.org](mailto:talma@legion.org)

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## TALMA membership benefits

Upon joining TALMA, these are among the benefits that members will receive:

**Press credential:** This is an official TALMA press card with a lanyard that can be used as a recognized member of the press.

**Monthly virtual training:** Starting in June 2020, TALMA has held monthly virtual training sessions to educate members on public relations, social media, writing and other topics. Each session is held via Zoom and made available for viewing later on the private Facebook group page.

**Private Facebook group:** Members can ask questions, obtain resources and learn about American Legion initiatives in this group.

**Annual contest:** Every year, TALMA holds an annual contest and gives out awards to eligible members. The contest year mirrors the calendar year, with entries due on or about April 15 of the following year.

**Resources:** Members often receive information first about and links to resources to promote American Legion initiatives. These include social media graphics, flyers, posters, media kits and more.

**Monthly newsletter:** Members who provide an email address receive at least one monthly newsletter with details about that month's training session, new resources and more.

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