

**PENNSYLVANIA AMERICAN LEGION  
PUBLIC RELATIONS COMMITTEE**

**2011-2012 MEDIA AWARDS**

**I. Award Information**

Department Media Awards are designed to encourage Posts, Districts and Counties to improve their Public/Media Relations activities by working with local news media. Department Media Awards are given to media for outstanding efforts covering local activities of The American Legion on a regular basis. These are not given to media for “excellence in journalism” or other reporting that does not reflect the involvement of Public Relations/Media Relations volunteers.

**II. Nomination Procedures**

The Department Public Relations Committee judge all entries submitted by a Post, District or County and select one winner in each of four categories.

- (1) Daily Newspaper
- (2) Weekly Newspaper
- (3) Radio Station
- (4) Television Station
- (5) Internet

Those selected become the Department of Pennsylvania news medium of the Year (i.e. Pennsylvania American Legion’s Radio Station of the Year).

- (a) The Post or District is allowed one media outlet per submission.
- (b) No more than one submission is permitted.

**III. Nominee Information** *(PLEASE PRINT OR TYPE)*

Indicate medium type: Daily Newspaper \_\_\_\_\_ Weekly Newspaper \_\_\_\_\_  
(must be daily paper) (must be weekly paper)

Radio \_\_\_\_\_ Television \_\_\_\_\_ Internet Web Address \_\_\_\_\_

Name of medium: \_\_\_\_\_

Business address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Editor, Publisher or other Contact (& title): \_\_\_\_\_

Telephone: \_\_\_\_\_

*(Continued on reverse)*

#### IV. Documentation

Documentation must include clippings from newspapers (in some bound form, such as a scrapbook), audiocassettes of radio programs, public service announcements, etc., and videotapes (VHS only) of television productions.

- (a) Individual biographies and/or articles, which mention the American Legion, will be accepted.
- (b) No paid ads will be accepted for this award.
- (c) Daily obituaries are not acceptable. The submission may, however, include noteworthy news articles concerning the death of a prominent Legionnaire.

**Complete Submission Form, attach document and send to:  
Pennsylvania American Legion PR, PO Box 2324, Harrisburg, PA 17105**

***DEADLINE: MAY 25, 2012***

#### V. American Legion Information *(PLEASE PRINT OR TYPE)*

Post, District or County making submission: \_\_\_\_\_

Address of Sponsor: \_\_\_\_\_

Public Relations Chairman or Legion Official: \_\_\_\_\_

Official's Title: \_\_\_\_\_

Signature of Legion Official: \_\_\_\_\_

Also include an explanation for the entry, why it is noteworthy and any details of the Public Relations efforts required to achieve this coverage. *(Use separate sheet if needed.)*

#### VI. Program Timetable

The awards program is based on American Legion program year. Entries must be published or broadcast during the period between Department Conventions.

***Deadline for entries is May 25, 2012.***

Entries will be judged and announced during the annual PA American Legion Department Convention in July.

Department winners will receive a plaque naming them Pennsylvania's [medium] of the Year.

Submissions, along with full documentation, must be submitted to:

***Pennsylvania American Legion  
ATTN: PR DEPT.  
PO Box 2324  
Harrisburg, PA 17105***