

## **RCL Branch 594 Policies and Procedures**

### **Public Relations Officer (Tab 13)**

#### **General**

1. Public relations is defined as the practice of managing the spread of information between the members of the Legion as well as the public. Good public relations will ensure that the community that our Branch is located in will know the mission and objectives of the Legion, and what our particular Branch offers to our community.

#### **Appointment of the Branch 594 Public Relations Officer**

2. The President will recommend someone within the Branch membership who will be the Branch Public Relations Officer. The President will provide his recommendation to the Executive, and once reviewed, will be presented to the membership for approval.

#### **Guidance for the Public Relations Officer**

3. The Royal Canadian Legion has developed an excellent reference called the ***Legion Public Relations Manual***. The Public Relations Officer must read this manual and use it as a guidance in working with the Executive of the Branch to develop a successful Public Relations program. The key is to develop and keep a positive image of the Branch, and of the Royal Canadian Legion. Although not mandatory, it is helpful if the person appointed to the Public Relations Officer has some or all of the following training or experience:

- a. Public relations training or experience.
- b. Communications training and experience.
- c. Has some knowledge or worked in Marketing.
- d. Worked in either media of journalism.
- e. Possesses excellent verbal and written skills.

#### **Tasks**

4. These are typical tasks that the Branch Public Relations Officer will be responsible for:
- a. Be completely familiar with the Branch activities, events, support to community activities and charities, and local, regional, provincial and national activities.
  - b. Work in conjunction with the Marketing team in the development and updating of the Branch FB, tweets, instagram, and any other electronic media outlets to advertise events for the Branch. Ensure that those people who are working on these multi-media outreaches are part of the Public Relations Committee.
  - c. Become familiar with local media, radio, and TV and build contacts to spread information about the Branch activities.

- d. In conjunction with the Marketing and Public Relations Committees, create news releases and media advisories for special events.
- e. Promote the Branch involvement in the Zone Bulletin.
- f. Work with the Youth Education Branch Chair to encourage Branch participation in the scrapbook contests.
- g. Work with the Poppy Chair to promote the annual Poppy Campaign.
- h. Work with the Chair for the Remembrance and Veterans activities to promote these important events.

#### **Formation of a Branch Public Relations Committee**

5. The Branch Public Relations Officer will form a Public Relations Committee that will consist of the following people:

- a. Chair for this Committee – the Public Affairs Officer.
- b. The following people should be part of the Committee: website manager, manager of any other electronic media, Entertainment Officer or representative, Poppy Chair, a member of the Remembrance Day and Veterans recognition team, a member of the marketing team, and any Branch member who has skills in this particular field.

6. The Committee should meet a minimum of once every three months to review what is happening over the next number of months and develop an effective Public Relations Plan to promote the Branch and the Legion.

**Prepared by: President Morris W. Brause**

**Date: July 11, 2022**