



**American Legion Auxiliary
Department of Arizona
Public Relations Report 2024-2025**

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This year was a great year for the Units in Arizona! Many stepped outside of the box this year with public relations ideas. It has been difficult getting into the main stream media for a lot of units these past years. One great thing that has helped has been social media.

Many units have created not only websites but Facebook, instagram and LinkedIn pages to help keep their members connected as well as reaching out to the community. Radio and newspapers have been improving this year on the reports as the local community newspapers seem to be opening up a bit more with available space.

Many units continued their monthly meetings with in person as well as zoom to help keep the members active and ready to help. Quite a few units even asked the Department Chairman for help in setting up the zoom meetings as well as making sure they had appropriate branding for backgrounds.

Many units reported the they were not able to locate the fall conference packets or were not given the packets although they were available on the Department website for use and download. Many reminders and walk throughs of what is available on the website have been given during conventions and conferences.

A request from units is also more training in public relations regarding social media. Be it how to set up pages, handle administrator roles and how to hand off accounts when a member leaves office or passes away. Also training for use of social media as well as tips and tricks to help keep the community and manners coming back for more. It would also be a good idea to have some training on which types of group pages are suitable and branding for all social media accounts. Thoughts for the next year's chairman for sure.

Most units used social media, newspaper, newsletters and of course websites to get out their information as well as keeping members informed. Here is a breakdown of some of the Arizona Unit activities this year.

- Robert A. Eckert Unit 81 participated in speak out radio, Murphy broadcasting, live social media broadcasting and radio central. The unit also sent in many press releases to the Riverscene on-line magazine as well as the Today's News Herald and Roddin AZ Magazine.
- Swift Murphy Unit 32 raised funds to put up an advertisement on the Chamber of Commerce billboard outside the chamber building.
- Mathew B. Juan Unit 35 continued to build upon the PR program with use of the constant contact email database where software resends to individuals that had not previously opened the first

attempted emails. The Unit worked closely to help educate both members as well as the community about veteran stand downs and how they can benefit the community.

- John Ivens Unit 42 (and family) put out press releases to the local newspaper as well as the Legiontown USA website for their annual Christmas with the children at the Grand Canyon. Many social media posts as well as flyers were sent out for the event ahead of time. The unit was joined by the District 7 President Ellen Hampton.
- Conrado Francisco Bilducia Unit 124 had a prominent event in August 2024 when they participated with the Post at the funeral of Alcario Flores. For 80 years (WWII) he was missing in France and declared dead. In April of 2024 his remains were found and identified. There were news stations everywhere and drones flying overhead. Most of the publicity of course talked about the Post, but you can see the Unit in the pictures in their matching blue shirts. There is a large posting about the event with pictures on the Guadalupe Historical Society Facebook page.
- Buckeye Unit 53 was busy as always this year with a lot of events that were posted to social media as well as the local newspaper and chamber board. The largest event was a 95th Anniversary for the charter of Post 53 where the unit reached out to the community to help gather local information and stories going back to the 1930's. The unit also coordinated with local schools to have sports teams, JROTC as well as youth leagues participate at the post home with dinners, and other social events. The unit is also creating low cost calendar events for the community to attract different interested and educate more about the foundation of the Legion family.

A total of 32 reports were turned in to the Department PR chairman out of 87 units. This has always been a struggle to get units to report at year end.

There were several Units put in for National Public Relations awards as well as Department awards. In all 2024-2025 was a great year and lots of events and promotion took place along with more use of the branding out in public to help start those elevator speeches.

An end of year is not something to be sad about. It is a great start to the next year with a great path to continue to change, evolve and follow. Blessings for the 2025-2026 year.

Shannon Mead

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